	N. S.	2100	Z ^N
	, i, o `	BF)	SLR-BJ-1
Seat	200	12	Set P
No.		-Z.	657

	PRINCIPLES OF		II-2019 G
	Date: Thursday, 02-05-2019 02:30 PM to 05:00 PM		Max. Marks: 70
Instruc	ctions: 1) All questions are compulsory 2) Figures to the right indicate f		and a second
Q.1 C	choose the appropriate alternative fr		14
1 2	is father of Scientific Mana a) F.W. Taylor c) Robert Owen e) is one among the 14 princi a) Scalar Chain	gement. b) Henry Fayol d) Charles Babbage ples stated by Henry Fayol. b) Replacing Thumb rule wi	th Science
3	 c) Standardization d) Hawthorne studies and human relating company at Chicago. a) East-India Company b) Western Electrical Company c) Bharat Heavy Electrical Ltd. Company d) General Motors Ltd. Company 		n
4	Action. a) Directing c) Planning	e determination of future cour b) Commanding d) Organizing	
NEP ON	 is a system for achieving orgonizated a) MBO b) Game theory 	ganizational objectives and co ional goals. b) KRA d) Management Science ap	~0.
6	 Organization process does not involue a) Departmentalization c) Delegation of Authority 	ve one of the following eleme b) Fixing Responsibility d) Appraisal system	nts.
7	associated with various Managemer		
8	 A Managerial function that involves for developing, appraising and retaining positions is called as a) Staffing b) Training 		
ender of	 A is a plan to motivate Indiving a) Internal Motivation c) Intrinsic Motivation 	duals built on monetary rewards b) Monetary Motivation d) Extrinsic Motivation	rds.
1	O)Theory Z was stated by a) Abraham Maslow Codright Horzborg O) Fodright Horzborg	b) William Ouchi	

	organizational frame work.	ale IV	odune & Nepetitive and made within	0
	a) Tactical Decisions		Strategic Decisions	N. S.
	c) Programmed Decisions	d)	None of these	35.
	12)Bottom of the pyramid theory was sta) Prof. C.K. Prahalad		None of these by Prof. Stacy Adams Prof. William Ouchi	
	c) Prof. A. Edwin	d) S	Prof. William Ouchi	
	13)A leadership style which is characte orientation is called	8,	by democratic and consultative	
	a) Autocratic stylec) Participative Oriented Style	,	Free-rein style Production	
	day execution of activities.		nd mainly used for Internal day to	
(a) Strategic Controlc) Operational Control		Budgetary Control Financial Control	
Q.2	Write short notes a) Principles of Henry Fayol b) MBO		CASIS OF THE PROPERTY OF STATE OF STATES OF ST	94
Q.3	Write short notes:a) Managerial Gridb) Corporate Social Responsibility		CLO SHIPLY RAP OROSIV	14
Q.4	What is organizing? Explain various for	ms o	" (E.	14
	Define the concept Motivation? Explain	A3.	ollowing two theories of Motivation.	
	Maslow's theory of Human needs	SV	7.9	
	2) Herzberg's theory of Motivation		,00	
Q.5	Case Study.		δ ⁰	14

Bharat Engineering Works Limited is a major industrial machineries besides other engineering products. It has enjoyed market preference for its machineries because of limited competition in the field. Usually there have been more orders than what the company could supply. However, the scenario changed quickly because of the entry of two new competitors in the field with foreign technological collaboration. For the first time, the company faced problem in marketing its products with usual profit margin. Sensing the likely problem, the chief executive appointed Mr. Arvind Kumar as general manager to direct the operations of industrial machinery division. Mr. Kumar had similar assignment abroad before coming back to India. Mr. Kumar had a discussion with the chief executive about the nature of the problem being faced by the company so that he could fix up his priority: The chief executive advised him to consult various heads of department to have first hand information. However, he emphasised that the company lacked an integrated planning system while members of the Board of Directors insisted on introducing this in several meetings both formally and informally. After joining as General Manager, Mr. Kumar got briefings from the heads of all departments. He asked all heads to identify major problems and issues concerning them. The marketing manager indicated that in order to achieve higher sales, he needed more sales support. Sales people had no central organisation to provide sales support nor was there a generous budget for demonstration teams which could be sent to customers to win business.

SLR-B.

The production manager complained about the old machines and SLR-BJ-1

SLR-BJ-1

Seed 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 recondevelopment did not have specific problem and the any change. However, a principal director of RAD in O5 O5 O5 O7 director of R&D, though very nice in his approach, did not emphasize on shortterm 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) An b) Ide c) Ide d) Giv	alyze the Case. entify the Problem. entifying Alternative Solu ving the Best solution.	utions.		() () ()
O. O	N. H.	88200 O.	Sellen Mit May	N. W.
N. W.	alyze the Case. entify the Problem. entifying Alternative Solution. entifying the Best solution.	So Salan Managaran Managar	M. M	2105200
700.V	OD. NH. NH. NH. NH. NH. NH. NH. NH. NH. NH	OC. OCO COLOR OF SHIP MA	10550 VOS OT OO D.	S S S S S S S S S S S S S S S S S S S
SOLO BAN MA MA MA MA MA MA MA MA MA MA MA MA MA	No. School of the School of th	20 0.70 O.70 O.70 O.70 O.70 O.70 O.70 O.7	N. BRIVE	Page

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			Sign's	N.
			A Mark Colosiv	SLR-BJ-2
Seat No.		30000		Set P
		MBA (Semester-I) (CBCS) Example FOR		2019 🧬
		ACCOUNTING FOR	WANAGERS	O.
•		ate: Friday, 03-05-2019 :30 PM to 05:00 PM	2	Max Marks: 70
Instru	ıcti	ons: 1) All questions are compulsory.2) Figures to the right indicate full m	narks.	A ^M
Q.1	Μu	Iltiples Choice Questions:	0,	14
٠		The long term assets that have no physic	cal existence but are righ	The state of the s
	3	have value is known as	\$N	all in
0	3/10	a) Current assetsc) Intangible assets	b) Fixed assetsd) Investments	,
E.	2)	The accounts that records expenses, ga	4e-3	
C.		a) Personal accounts	b) Real accounts	
	٥)	c) Nominal accounts	d) None of the above	3 ³ 0
	3)	Cost accounting is a specialized branch	or accounting which deal	s with
		a) Classification, recording, allocation a	nd control of costs	E Comment
		b) Classification, processing, allocation		1º
		c) Classification, recording, planning and) Classification, recording, allocation at		2
	4)	In journal, the business transaction is red	-	£
		a) Same dayc) Once in a week	b) Next dayd) Once in a month	1
	5) ⁽	The process of entering all transactions	~50	is called
6	5	a) Posting	b) Entry	,:§°
20		c) Accounting	d) None of the above	
E.	6)	is a statement showing the fir given time.	nancial status of the comp	pany at any
		a) Trading account	b) Profit and Loss state	ments A
		c) Balance sheet	d) Cash book	0.
	7)	Labour cost is the second element of	2.	
		a) Cost c) Sales	b) Profit d) Task	,x ²
	0/	20	u) rask	
	8)	Book keeping mainly consists ofa) Analysing	 b) Preparing financial s	tatements
		c) Recording financial information	d) Auditing the books of	
	9)	is the internal users of accou	nting information.	
	S	a) Creditor of the business	b) Government agency	
	30,	c) Shareholder of the business	d) Manager of the busi	ness
67	10)	Basic objectives of cost accounting is a) Tax compliance	b) Financial audit	
To,		c) Cost ascertainment	d) Profit analysis	
-		Ship	N.	
		03/2	Š	
		A C	· ·	Page 1 of 4
		"Z,		0

	gr ^{it} SLR	-BJ-2
	11)Cost classification can be done in a) Two ways b) Three ways c) Four ways d) Several ways	20.00
	12)Total of all direct cost is termed as a) Fixed costs	
	13) The accounting process involves recording a) Quantifiable economic event b) Non Quantifiable economic event c) All of them d) None of them 14) is the Accounting Convention.	BJ-2
Q.2 [©]	a) Realisation b) Matching concept c) Dual Aspect d) Materiality Answer the following.	14 99444
Q.2	 a) A company purchased Machinery on 1st April 2014 for Rs.40,000 and sper Rs.5,000 on its installation. On 1st Oct 2015, another Machinery was purchased for Rs.26,000. On 1st October 2016, the first Machinery having become obsolete was auctioned for Rs.30,000 and on the same date, another was purchased for Rs.25,000. Depreciation was provided on Machinery at the rate of 10% on original coannually on 31st March. You are required to prepare Machinery Account four financial years. b) Explain Accounting concepts and conventions. 	ost or
Q.3	Attempt the following. a) Journalize the following transactions in the books of Avinash for the Apr	14 il <u></u>
W. Ash	 April 2016 Started business with cash Rs. 1,00,000, the goods with Rs.20,00 Furniture with Rs.80,000 Opened a current account with Rs.6,000. Cash sales Rs.20,000 Received Rs. 1,000 from Hari in full settlement of his account for F 1,100. 	, S.
	1,100. Goods worth Rs.5,000 purchased from Shirish Withdrew cash from bank for office use of Rs. 10,000 Credit Sales to Raj Rs.5,000 Sold Furniture to Rahim Rs. 3,000. Paid cash to Shirish Rs. 4950 in full settlement of his account. Salary paid Rs. 2,000. Purchased goods worth Rs. 5,000 with 2% TD. Cash withdrew from business for personal use Rs. 1,500. International Financial Reporting Standards	
Q.4	Attempt any one of the followings. The P&G records its cash and bank transactions in a triple column cash boo	
N. N.	The following transactions were performed by the company during the month June 2017. Jun 01: Cash in hand Rs. 800 and Cash at bank Rs. 3,365 Jun 03: Paid James & Co. by check Rs. 1,175, discount received from hir Rs. 25. Jun 05: Received from David & Co. a check amounting to Rs. 990, discount received to him Rs. 40.	n
	allowed to him Rs. 10.	Page 2 of 4

- 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 31st April 2016. Prepare a cost sheet.

year ended 31 April 2016. Prepar	e a cost sneet.
07.	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	10,000
Running Expenses	0
Sales Manager Salary	25,000
Factory Chief Engineer Salary	25,000
Finished goods warehouse expenses	20,000
Electricity (Including Rs. 4,000 for	40,000
Administrative Office)	No.
Advertisement	20,000
Sundry Factory Expenses	40,000
Sales Promotion &	5,000
Office Administration Expenses	50,000
Expenses for participating in	10,000
industrial exhibition	6° 2
Sales	42,00,000

Q.5 Case Study.

14

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

Trial Balance as on 31st 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	

		22	
Purchases	60,000		Q. 2
Wages	4,000		8
Sales		1,50,000	9.
Bank Overdraft		17,000	20
Commission		3,000	. P
Purchase Return		500	102
Advertising	9,000		WA OUT OF THE PARTY OF THE PART
Interest	2,000		By Contract of the Contract of
Furniture	60,000		5
Building	60,000		
Motor Vehicles	80,000		
Capital		1,25,000	~
Bad Debts	2,000		70.
Provision for Doubtful Debts		2,500	Co.
Bills Payables		10,000	灵
Loan		60,000	120
Sundry Creditors		30,000	-Q
Total	3,98,000	3,98,000	1.0.
justments:	8		AN WHAT OF TO SO OF THE PARTY O
Stock on hand on 31 st March 2017 wa	as valued Rs.40,0	00.	20
Depreciate: Building @ 6% and Motor).	Solv
Rs. 1,500 is due for interest on Loan.	120	4	35°
Outstanding wages are Rs. 1,000.	-0 ²	9	
Write off further Rs 1 000 as Rad De	hte and provision	for Rad Dobte i	c to

Adjustments:

- Stock on hand on 31st March 2017 was valued Rs.40,000.
- Depreciate: Building @ 6% and Motor Vehicles @ 10%.
- Rs. 1,500 is due for interest on Loan.
- Jebts, as a supply of the property of the prop ad Delphone of the property of Write off further Rs.1,000 as Bad Debts and provision for Bad Debts is to be made 10% on Sundry Debtors On nade ON CONTROL OF THE PROPERTY OF

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That

Q -	
, O.	SLR-BJ-3 🔊
Seat	Set 🔑
No.	N. Co.
M.B.A. (Semester - I) (CBCS) Exa	
MANAGERIAL EC Day & Date: Saturday, 04-05-2019	Max. Marks: 70
Time: 02:30 PM to 05:00 PM	iviax. Warks. 70
Instructions: 1) All questions are compulsory. 2) All questions carry equal marks.	, o,
Q.1 Multiple Choice Questions	50° 14 <u>1</u> 8°
 Demand forecasting is important for Price Control 	b) Business Planning
- N. J.	d) All of Above
Which one is example of Substitutes	
a) Tea & Sugar c) Pen & Ink	b) Tea & Coffee d) Shirt & Pant
2) Which one is example of Substitutes a) Tea & Sugar c) Pen & Ink 3) Production is the function of a) Profit c) Price	b) Business Planning d) All of Above b) Tea & Coffee d) Shirt & Pant b) Factor
a) Profit	
c) Flice	d) Cost
4) The process of Converting Raw Material	into Finished Goods is called
a) Goods c) Production	b) Consumers d) Price
5) Demand for a commodity depends ona) Price of that commodityc) Income	b) Price of related commodity d) All of the above
	d) All of the above b) Giffen goods d) None to fall in demand for other b) Veblen goods d) Complementary goods
7) The fall in price of one commodity leads to	to fall in demand for other
commodity & vice- versa for a) Substitutes	b) Veblen goods
c) Giffen goods	d) Complementary goods
a) A single seller	where we have b) Two sellers d) Few sellers
9) The study of inflation is part of:	,
a) Normative economics,c) Microeconomics	b) Macroeconomicsd) Descriptive economics
10) is the second phase of busine a) Prosperity	ess cycle. b) Recession
c) Depression	d) Recovery
11)The is the central bank of India	
a) SBI c) Central Bank	b) RBI d) Bank of India
Fig.	Est .
"Age" "O"	Page 1 of 2

	SHEET SIR-R.	
	SLR-B	J-3
	12)Value of money falls in a) Deflation b) Budget	J-3 4 6:00 00 00 00 00 00 00 00 00 00 00 00 00
	c) Inflation d) Elasticity	20
	13)The of a country shows transaction with the rest of the world	SV.
	during the course of the year.	,
	a) Balance paymentb) Importsc) Exportsd) Balance of Trade	
	14) The higher the price of commodity lower is itsa) Supplyb) Demand	
	c) Competition d) Elasticity	
Q.2	Write Short note on.	14
	a) Price elasticity of demand	2
	b) Industrial sickness	"T.
Q.3	Write short notes	14 2
2	a) Disequilibrium in Balance of Paymentb) Monetary policy	0,7
Q.4	Define inflation. Explain the causes, types and remedies to reduce inflation.	14 d
J.	₩ OR ₩	
27	Define Market. Explain the different types of market and market structure with	
(3)	examples.	4.4
Q.5	Case Study Kalyan Kumar opened a petrol-pump cum retail store on Mumbai-Pune	14
'	Highway about one-hour drive from Pune. His shop sells typical items needed	
	by highway travelers like fast- foods, cold drink, hot coffee, children's toys, etc.	
	He charges higher price compared to the sellers Pune. Yet he is able to	3
	maintain brisk sale-particularly of My Special Pack' (MSP) consisting of soft drink in a disposable plastic bottle and a packet of light snacks. The highway	(G
	travelers prefer to stop at his store because, while their cars wait for petrol	175
	filling, they in the meantime can enjoy My Special Pack (and, in some cases	NH MAYOO
9	would help themselves with some other items in the store). Each year he could substantially enhance his sales by providing special summer price on MSP	7.0,
O SAN WAR	which is almost half of its regular price.	્
76,	Last year while returning from Pune, Kalyan kumar found that a new, big and	
7	modern grocery shop has come up 25 kms from Pune on the National Highway. It has affected his sales but only marginally. But last month another large	
Q"	convenience store has opened just 3 km away from his store. He knows that	
,o,	the challenge has come to his doorsteps and he expects to be adversely	
,	affected by the existence of these two stores. He needs to meet this challenge	
	and decides to use the pricing strategy which he has been using quite effectively till recently. He now permanently reduces the price of MSP to half of	
	its existing price. But at the end of the year Kalyan kumar finds that his sales in	
	general and of MSP in particular had declined by 20 per cent.	
	Questions a) Analyze the above case	05
	b) Where has Kalyan kumar gone wrong?	05
	c) How can Kalyan Kumar overcome this situation of loss and come back to	04
-	his original	
-18F	position?	
14/2		
40		

Seat	
No.	

			141	ORGANISATIONAL			2013
				Monday, 06-05-2019	60		Max. Marks: 70
	Time:	02	:30	PM to 05:00 PM	,		ĮŽ
	Instru	ucti	ons	s: 1) All questions are compulsory. 2) All questions carry equal marks.		Á	Q ^{eee}
	Q.1	M	ıltiğ	ole Choice Questions		87	14
	Q. 1	1)	70	are evaluative statements e	eithe	er favorable or unfavora	
		3	a)	Perception	b)	Learning	
	8	8	c)	Attitude	d)	Cognitive thinking	
	100	2)		ress is a state of tension experienced	-	_ V	~0 ₀
	- To.			Organization Individual		Group None of these.	, O.
Š	-	٥١	,	, \$V	•	75	067
6		3)	ln ِ a)	the skills are complementary Teams	,	each other. Groups	%
			c)	Group dynamics	,	Personality	SF.
		4)	,	occurs as a part of reinforce	- å	V	E.
		-,	a)	Groups	Page 1	Perception	F
			c)	Personality	d)	Learning	5
		5)		mething happens and we react to it, i			
			S-1	Reinforcement		Operant conditioning	
		-65		Cognitive theory	-	Classical conditioning	
	4	6)	ِ In اد	teams members are given Problem Solving		autonomy or empower Self Managed	ment
	8	3	,	Cross functional	d)	Virtual	, Ś
	OF.	7)	,	may be understood as the o	char	01/2	behavior.
,	E. E.	- /	a)	Attitude		Perception	100
E	•		c)	Personality	d)	Learning	Elgs.
		8)		rvival of the fittest is associated with _	-0	<u>~</u>	20-
				Change Stress	(q)	Emotional Intelligence Learning	e _gv
		0)	C)	The Vi		· ·	4
		9)		e word Stress is derived from latin wo Draw tight		Stimulus	
			c)	Force	,	Attitude	
		10)In	conflict it occurs between two	or	more persons.	
			a) (Interpersonal	b)	Intergroup 💍	
		s	(5)	Intrapersonal	d)	Interorganisation	
		136)"	refers to factors that are dete	ermi	ned by conception or b	oiological
	_ <	30.	a)	ctors. Heredity	b)	Attitude	
	D.		c)	Emotional Intelligence	d)		
	Vales of the state	12)A r	elatively permanent change in behav	ior i	s. F	
Š				Learning		Perception	
			C)	Change 5	a)	Stress	

14

	13) Ideal group size should be	. DF	
	a) 2 to 4	b) 4 to 6.	,c
	c) 6 to 8	d) 10 to 12	20
	14) Key elements of organizational beh	avior includes all expect,	0,
	a) People	b) Structure	3.
	c) Technology	d) Attitude	
Q.2	Write Short Notesa) Stages of Group development.b) Change Process	d) Attitude	14
Q.3	Write Short Notesa) Types of groups and strategies to inb) Functional and dysfunctional conflict	ncrease group decision making.	14
Q.4	Define Perception. Explain the stateme	nt "Perception can change as per its	14
d	0.7	OR S	S.
O.L.	Define stress. State the various causes	of stress and how stress can be	.0

Q.5 Analyse the following case.

managed.

Suresh works for Orion pharma Ltd. which is a 40 year old traditional company manufactures pharmaceutical products. Suresh is Medical representative since last 5 years and has to make on an average 10 calls per day to promote the company's products to doctors However Suresh hates if someone were to point his flaws. He has often argued out his performance appraisal with his boss Mahesh chavan, if it has been critical. Mahesh finds Suresh to be a difficult person who always expects praise and avoids criticism. Whereas Suresh believes that he has been loval to the company in the face of offers from the competitors, as well as, he has really worked hard for the company. He strongly believes that Mahesh should be more encouraging in his approach by praising good work done rather than criticizing him. Mahesh on the other hand believes in honestly telling the subordinate where he has gone wrong to help him correct himself in the future. He also believes that too much of praise may make an employee self- complacent. Recently Mahesh was taking stock of Suresh's work for the month and he realized that on an average Suresh has been making approximately 8-9 calls per day. So he decided to talk it out to Suresh.

When Suresh met Mahesh, he was full of apprehension. When Mahesh asked him about the number of calls made during the month, Suresh immediately said that the new product that he was promoting was a product which faced stiff competition in the market. Obviously because of this he had to spend more time in convincing the medical practitioners. Suresh further added that he had tried to cover doctors spread over a reasonably large geographical area, which made commuting cumbersome and didn't accept his remarks. Mahesh closed the meeting by clearly sounding Suresh on the lapse that had been committed during the month and also advised him to be careful in the future. Suresh however thought that Mahesh was as usual being critical about him.

Seat	
No.	

	STATISTICS FOR MA	Page "	2013
	Date: Tuesday, 07-05-2019 2:30 PM to 05:00 PM	5	Max. Marks: 70
Instruc	tions: 1) Q. No. 1, 2, 3 and 5 are compulso 2) Attempt any one question from Q 3) All question carry equal marks.		d. The state of th
	hoose appropriate answer A histogram is set of bars who frequencies presented.	se areas are proportional	14 I to the
BRO,	a) Horizontal c) Flat	b) Verticald) None of the above	200
2)	A time series is a set of statistical observenta) Randomc) Unsystematic	ations arranged in b) Non-linear d) Chronological order	- Ollopic
3)	is called positional average.a) Medianb) Mode	b) Arithmetic mean d) Combined mean	N. N
4)			istribution
5) 01105	This curve can be drawn through the vari a) Histogram c) Bar diagram	ous points of the polygon b) Ogive curve d) Smoothed frequency	
AND (A)	 It is a statistical devices designed to 'mealevel of a phenomenon with respect to ting characteristics such as income, professional lindex number c) Permutation and combination 	ne, geographical location	or other
7)	The literal meaning of regression isa) Stepping upc) Stepping front	b) Stepping back d) All of the above	
8)	 If one variable is increasing and the other is said to be a) Positive correlation c) Negative correlation 	r variable is decreasing, of b) No correlation d) Strong positive correl	
9)	Skewness refers to in the shape a) Symmetry c) Stability	e of frequency distribution b) Equilibrium d) Asymmetry	1.
HANDE 10	0)Standard deviation is the square root of t a) Mean c) Mode	he b) Semi-interquartle ran d) Variance	nge

- 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) Statistad) Statistique14) 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.

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:

Debater	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.

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

9 - 1 - 1 - 1 - 1 - 1 - 1	
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
Α	24	29	19	14	30	19	27	30	20	28	11
В	37	35	16	26	23	27	19	20	16	11	21

			, K									S. S			
All I										6	S	LR-B	J-5	N	
Pair	1	2	3	4	5	6	7	8	9	10 ′	1 08			6	, N
Α	24	29	19	14	30	19	27	30	20	28 ′	1			20	
В	37	35	16	26		27	19		16	11 2	21			3	
Calcula	te Sp	pear	man'	s Ra	nk c	orre	latio	n.		2			20	25,	
			Q,,					OR		2			0,		
												en below. Find			
_		C70294							Phys. T	arian	ce of the	ee and interp	ret		
which g	roup	1Q s	score	s are	e mo	re c	ons	ister	D.					=	
	_ <	Page 1		(Group I Group I			Grou	pΙ	Combined (
Numbe	er of	stud	lents		50	<u>) </u>	-	^?			90	200			-
Standa	ard d	evia	tion		6	<u>; </u>	3	7			?	7.740	3		8
Mean					113 💎 ?					1	115 0 116			Con.	
	The frequency distribution of weight in grams of gold jewellery of a given											14	N. P.		
varietie	_				-	-		_	-		draw c	give curve, lo	cate	<	2

	which group IQ scores are more consistent.					1		
	Ţ,			Group I	Group I		Combined group	
	Number of st		50	^ \?	90		00	
	Standard dev	riation	6	7	?		746	
	Mean		113 🧬	?	115	0.1	16	
Q.5	The frequency	distributio	n of weight	in grams	of gold iewell	erv of a giv	en	14
	variation divan							
TO ROWN WAS 1:10-	median graphi					110	,	470-
0	Weights	410-419	420-429	430-439		450-459	460-469	470-4
\$	(in grams)							
E.								
N. S.	Number of	14		42	54		18	7
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N.	jewellery							
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	56	B	SLR-BJ-6
Seat	200	T. S.	Set P
No.		N. C.	

			N		⁻ -I) (CBCS) E> GERIAL COM		nation April/May- ICATION - I	2019 🔗	7
				Wednesday, 08-05 PM to 05:00 PM		000		Max. Marks	s: 70
				s: 1) All questions a 2) Figures to the		l marks	s. <u></u>	A. T.	
	Q.1		9.75	ole choice question	1.3	of	2		14
			a)	st Information Repo Routine Report Both of these	it is air example	b)	 Special Report None of these		,
	OF C	2)		nich of the following scussion?	is not a function	of lea	dership skills during	a Group	~0°.
Š	G.		,	Assertiveness Self Confidence			Objectivity Adaptability	200	2
6		3)		e power of mind to Comprehension	understand is kn		s Response	E 0,	
			,	Decoding		19.9 -	Text Analysis	The same	
		4)		e process of transla	iting symbols into	o ideas	s and interpreting the	message	
				Decoding Feedback	287	,	Encoding None of these		
		5)					or passage in order	to get a	
	%	P. S.		ugh idea of what the Prediction Skimming	text of passage	b)	Scanning Intensive Reading		.55
	. P	6)			ning to the speak	ker aloi	ng with his feelings,	emotions	°.
2	E.		an a) c)	d state of mind. Deliberate Active		,	Empathetic None of these	286/20)
		7)			mmunicative pro	ocess (of receiving and inter	preting the	
			wr a)	itten word. Speaking	,	(S) b)	Reading	7 E.	
		۵)	c)	Listening	105/0	,	Writing	Z.	
		8)	the	Report is prepa standard practices	3.1		regularities or deviat	ions from	
				Progress Inspection	Spl.		Investigation Periodical		
		9).	600	is the way we h	old our self, the	way w	e stand or sit.		
	<	20/2)	a) c)	Gesture Posture	Q .	,	Appearance None of these		
	MAR	10		nich of the following Speeches on such			speech for Condolen	ce?	
,3	100		b)	Speeches are in a	serious tone	/1101.	£		
-			C)	There is no elabora	ate address	~ <			

d) All of these

	ON HA	200	
	AN THE	Splan.	SLR-BJ-6 💸
	11)Non-Verbal aspects of written comea) Body Languagec) Para Language	3	000
	12)Listening Comprehension involvesa) Speech decodingc) oral discourse analysis	b) Comprehending d) All of these	AF BEET
	13)Which of the following is not an exaa) Memosc) Story books	b) Novel d) film gossip	lessages?
	14) is the list of Items to be disca) Agendac) Both of these	ussed at the meeting. b) Minutes d) None of these	N. A.
Q.2	Short notes a) Types of Listening b) Group Discussion Strategies		14
Q.3	Short Notes a) Email b) Sign Language		14 0 M M M M M M M M M M M M M M M M M M
Q.4	Attempt any one of the following Define Speech. Explain in brief various	s techniques of effective speech. OR	14 Light
1	Define Managerial Communication. Excommunication along with its elements	plain in detail the process and o	E.
Q.5	Draft the following There have been constant complaints of goods and shortage in the goods su you have been asked to look into the report to the praft your Report	from your customers about late populed. As Head of the dispatch matter and report with recommer	14 delivery section ndation.
NA NA	Short Notes a) Email b) Sign Language Attempt any one of the following Define Speech. Explain in brief various Define Managerial Communication. Excommunication along with its elements Draft the following There have been constant complaints of goods and shortage in the goods su you have been asked to look into the ribraft your Report.	from your customers about late applied. As Head of the dispatch matter and report with recommer	
No. 15. V	The Calos,		AND STATE OF THE PARTY OF THE P
	S. S. B.		
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	"FBE"	0 2, 2, 2, 2, 2, 2, 2, 2, 2, 2, 2, 2, 2,	Page 2 of 2

Seat	
No.	



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

			LEGAL ASPECTS O	DĘVĚ	SUSINESS	O.E.
			Thursday, 09-05-2019 PM to 05:00 PM	0		Max. Marks: 70
Instru	ucti	ons	s: 1) All questions are compulsory. 2) All questions carry equal marks.		65	A. S.
Q.1	Μι	ıltip	ole Choice Questions.		, N	14
	1)	ĞĞ	person is a one whose menta			ed.
é		,	Lunatic Mental	ď)	Idiot Insane	
5	2)		is a person who has not com	plete	- V	, v
Elle.		a) c)	Major Idiot	b) d)	Minor Insane	Selfer S
	3)		is to compel a person to ente		700	S.
			Undue influence	,	Coercion	67
		c)	Mistake	20	Fraud	
	4)		is the remedy available for the	Proc.		N. C.
		a) c)	Void agreement Invalid contract	w	Recission	× .
	_\	C)	Ø,	d)	Invalid agreement	
	5)		is as much as is earned.	ل	Quantum Marit	
		c)	Merit Damage	,	Quantum Merit Injunction	
	61) 61)	Th	e Negotiable Instrument Act came int	•	.87	
3	0. Ol.		1881		1891	·
0	2	c)	1981	ď)	1991	Ñ
205	7)		is an example of non-negotia	ble i	nstrument.	0
En.	,	a)	Money order	b)	Hundis	.30
,		c)	Share warrants	d)	Cheque	⁹ / ₀₂ ,
	8)	Th	e person to whom the instrument is e	ndor	sed is called	- 000
			Endorsee	b)	Payee	D.
		c)	Maker	d)	Holder	76.
	9)		cheque is a			<i>F</i>
			Promissory note	p)	Hundi Passint	
		c)	6	d)	sed is called Payee Holder Hundi Receipt	
	10		e companies Act came into existence		1056	
	ē	S	1696 1965	b) d)	1956 2000	
	136		e consumer protection act came into			·
<	89.		1986 1966	p)	1896 1976	
ENOR)	40	c)	0	d)	62	
C. L.	12		s necessary to elect a for a Secretary		eting. Principal	
2			Chairman		Head	

		Z.	200	
	ą.	T.	Silver S	LR-BJ-7
	13)The gap between two annu	ual general meeting sho	3	
	a) 15 c) 18	b) 12 d) 10	2	65701.83
	14) The meeting held for partica) Shareholders meetingc) Creditors meeting	b) Class	lers is s meeting ors meeting	A ST
Q.2	Write Short notes.a) Capacity to contractb) Object and scope of IT Act	2000_68666	A A A	14
Q.3	Short notea) Types of partnersb) Unfair trade practices	N. M. S.		14
Q.4	 Attempt any one of the follow a) Defines company according companies and the charact b) Define free consent. Explain is not free 	g to companies act 195 teristics of company.	'0 _k ,	,0
Q.5	 Case study (Any 4) a) A promise to pay B 500/- Recover amount from B? b) A advertised in the newspay who traces his missing date of reward. State whether B (A) he did not know about the (B) if he knew about the recovery approximately a painting believing only Rs 10000/ Is it a valid by Z promises Y to bring stars this a void contract? e) A, B, C, D, and E are the over a movie and the theatre whether the public comparent. f) A agrees to let his flat to B 	aper that he would give aghter. B traced the girl is entitled to receive the reward? And ward. it to be worth Rs 10000 d contract? and moon for him. Y public catches fire. They all any remains into existence for undertaking the gar	Rs 500000/- to any and claimed the ane amount of reward 00/- while in fact it is ays 10000/- for this company. All of the burnt to ashes.	nount d if s worth s act. Is nem go
495.5.2.	10000/- per month. After 3 Can A claim rent?	Sist of Sold o	g payment to A as r	
	.S.	O		Page 2 (

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	N. P.A.	SLR-BJ-10	
Seat No.	10°	Set P	
	M.B.A. (Semester-II) (CBCS) Exa	136	

		MARKETING	MANAGEMENT	nay-2015
•		te: Monday, 13-05-2019 30 PM To 05:00 PM	Ser	Max. Marks: 70
Insti	uctio	ons: 1) All questions are Compulso 2) All questions carry equal m		A A
Q.1	1)	Itiple choice questions. Marketing concept is customer cer philosophy. a) Sense, respond c) Sell, sell	ntered, it believes in b) Make, sell d) Make, make	14 and
H. H	2)	The four components of holistic maintegrated marketing, internal marka) Practice marketing C) Performance marketing	arketing includes relationsh	g and the
		Gathering primary data by observir is known as a) Survey research c) Occasional research	ng relevant people, actions b) Search research d) Observational re	
		Channel containing one or more in a) Direct marketing channel c) Both (a) and (b)	termediary levels is called b) Indirect marketi d) None of the abo	ng channel
8	Sop.	A place where individuals and house services for personal consumption a) Business market c) Consumer market	PG 9	
N.		A person's pattern of living as expr opinions is referred asa) a) Personality c) Family	essed in his or her activition— b) Role and status d) Lifestyle	es, interests and
	•	It divides a market into smaller gro that might require separate market a) Market targeting c) Differentiation		
	,	It includes set of all product lines a sale a) Product line c) Product mix	nd items that a particular s b) Product design d) Product position	Y
N MBB	9)51	The systematic search for new pro a) Idea screening c) Idea generation	b) Idea testingd) Idea implement	
H.		In this method, price setting is base than on the seller's costa) Value based pricing Cost-plus pricing	ed on buyers perceptions o b) Cost based prici d) Target profit pric	ng
		A. C.	9	Page 1

	TIJILIS a confinct between unferent levels of	the same channel	
	a) Horizontal conflict	b) Parallel conflict	20
	c) Straight conflict	d) Vertical conflict	200
	12) This generally consists of six to ten peo to talk about a product, service or organ	ization.	0,
	a) Personal interviewc) One to one interview	b) Face to face interview d) Focus group interview	
	13)A consumer product that customers buy minimum of comparison and buying efforma) Shopping productc) Specialty product		
,	14)The aim of relationship marketing is to be relationship.a) Short-term	build mutually satisfying b) Medium term	
, i	c) Long-term	d) Moderate term	Ñ
Q.2	Short notes.a) Different types of distribution channels.b) Marketing environment.		014
Q.3	Short Notes.a) Factors influencing pricing decisionsb) Explain the stages in the consumer buy	ing decision process.	14
Q.4	Explain the stages of product life cycle (PL) marketing strategies change during the pro		14
	Discuss the importance of promotion mix in components.	marketing and explain its	14
Q.5	Analyze the case. Companies are also using entert	ainment to connect with children.	14
	Kid7ania is an indoor antertainment the		

Companies are also using entertainment to connect with children. KidZania is an indoor entertainment theme park in Mumbai which allows children to work in adult jobs and earn money. It targets children aged 4-14. It is a child-sized replica of real city. It has buildings, shops and theatres and vehicles pedestrians move on its streets as they do in a normal city. 14 brands have set up shops in the city. Children can take up more than 80 roles ranging from surgeon to fashion designer and get a real life feel of these jobs. They work in a Coca-Cola bottling plant and McDonald's restaurant and earn KidZos, which is its currency. They spend this money on KidZania activities and its gift shop.

Yes Bank has set up a fully functional kids-only branch to provide financial literacy to children and teach them the importance of saving money. Hyundai has set a driving school for children and teaches them road safety and responsible driving. Birla Sun Life has set up an employment centre which identifies children's skills and suggests careers that they should pursue. The idea is that these children are likely to favour these brands when their families sit down to make a purchase decision.

Aids Brands engage with C.

Je especially designed for the

a children can engage in activities the

Jean and Zapak for games; Cartoon

Jonal geographic channel and JeffCorwin Co.

Jeour animals and environment; and Warner Bro.

Jess and trailers.

Case.

Jean animals and environment; and Warner Bro.

Jess worldoo engage with children?

Jess Worldoo engage with children? SLR-BJ-10

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Seat No.	200	N. S.	Set P
	M.B.A. (Semester - II) (CBCS) E	xamination April/May	-2019

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

			P.	FINANCI	AL MANA	\GE	EMENT	SE.
			Tuesday, 14-0 PM To 05:00 P		% N)		Max. Marks: 70
Instru	ucti	ons	s: 1) All questio 2) All questio	•	175		-0°-0°-0°-0°-0°-0°-0°-0°-0°-0°-0°-0°-0°-	A S
Q.1		Liq a)	Die choice quest puidity ratios are Pure ratio form Rate or time	expressed	n		 Percentage None of the above	14
N. A. S.	2)	a) b)	turn on Proprie Return on net Return on Sha Return on Sha All of the above	worth reholders' fu reholders' In	nd	n as	AN A	ANDSTON
	3)		ternal Long-terr Debentures Overdrafts	n sources of	finance do	b)	include Retained earnings Leasing	N. S.
	4)	a) b)	nancial Manage All aspects of a Arrangement o Efficient Mana Profit maximiza	acquiring and of funds gement of ev	d utilizing fi	nand	vith cial resources for fir	ms activities
Na Alba	5)	a) b)	pital Budgeting Long terms as: Short term ass Long terms an Fixed assets	sets 🧬		_•	NA PROPERTY OF THE PROPERTY OF	100 VO. V.
	6)	a)	debenture does not requi receives divide		s d		is a long-term loan is a short-term loan	Mar Mo
	7)	_	Operating ratio		rable it is,	b)	sn't stand true for _ Liquidity ratio Stock turnover ratio	11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	8)	a) b)	e Company's a the average co the average co the average co the average co	ost of equity ost of equity ost of equity ost of shares	shares and preference and all sou	deb sha urces	res s of long-term funds	3
W. B. C.	9)	a) c)	esent Value tak Discounting ra Inflation rate	teo [©]		d)	Compounding rate Deflation rate	
	10	•	e Company's C Leverage Risk rate	ost of Capita	al is also ca	b)	 Hurdle rate Return rate	
			M)		0			Page 1

	11)EE	BIT is usually the same thing as		O.F.	
		Funds provided by operations	b)	Earnings before taxes	,0
	•	Net income		Operating profit	P)
	a) b) c) d)	Risk associated with uncertainty of r All of the above	07.7	O. Va.	3,"
	a)	me value of money indicates that A unit of money obtained today is we obtained in future A unit of money obtained today is we		more than a unit of money	
	(S/ ₁ / ₀)	obtained in future There is no difference in the value of		.0	
Z.	•	tomorrow None of the above		ar and	0.7.
E. S.	ou a)	(n) occurs when there is ar atstanding by reducing the par value o Stock split Extra dividend	f sto b)		
Q.2	a) Ve	ver the following. Enture Capital Enture Capital Enture Policy	0,000		14
Q.3	a) So b) A	cope of Financial Management company has raised a loan of Rs.50 L	_akh:		14
		9% p.a. The amount has to be paid balculate the installment amount.	ack	in 5 equal times of installments.	
Q.4	Atten	npt any one of the followings		, HOS	14

	.5/3
0	₹Rs.
Equity Shares (20000 shares)	10,00,000
10% Preference shares	2,50,000
14% Debentures	7,50,000
V	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.

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

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:

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.)			
6.	Machine Q	Machine R		
,®	15,000	5,000		
<i></i> √2	20,000	15,000		
<i>⊗</i> 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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SLR-M.B.A. (Semester-II) (CBCS) Examination April/May-2019 HUMAN RESOURCE MANAGEMENT

				- 65	(m)		
			Wednesday, 15-05-2019 PM to 05:00 PM	, , , ,	,	Max. Marks:	70
Instru	ucti	ions	s: 1) All questions are compulsory. 2) All questions carry equal marks.			A A A A A A A A A A A A A A A A A A A	
Q.1			ole Choice Questions man Resource Management means _ To Train HR To Manage HR	,	 To Promote HR To Develop HR		14
NOF ?	2)	a) c)	ny Job Analysis because Human Resource Planning Training and Development	,	Recruitment and Sele All of Above	ection	000
	3)	a) b) c)	th Step of Process of Job Analysis is _ Data Collection Determining Representative for Job A Preparing of Job Description Preparing of Job Specification	nal	ysis	WHE PROPERTY	
	4)	a)	e characteristics of human resource ar Homogeneous Ductility	b)	in nature. Heterogeneous None of above	F	
	5)		nich of the following is an example of o Planning Procurement	b)	_ C\	langers?	
SE SE	6)		entify the managerial function out of the Procurement Organizing	b)	llowing function of HR Development Performance Apprais		0,0
	7)	a)	e term procurement stands for Recruitment and Selection Pay and Benefits	,	Training and Develop Health and Safety	oment July 10	
	8)	a)	ages paid to Collar Employee Blue Both a & b	-	White None of above		
	9)	do a)	raining is the act of increasing the knov ing a particular job." This definition is g By- Edwin Flippo By- Dele S. Beach	ive b)			
	10	(a)	prenticeship training Method comes ur On- The- Job Method Both a & b	b)	r Off- The Job Method None of Above		
ENDE .	Ĭ1	ord a)	ng term process of identifying plan for derly, is classified as Psychological Testing Assessment Centers	b)	Rerformance Apprais Succession Planning	sals	

____ 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 **Short Notes Q.2** a) Role of HR Manager b) Demotion and Employee Separation **Short Notes** a) Types of Welfare Facilities **b)** Collective Bargaining a) Define HRM and explain its various functions. 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

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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Set P

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

	PF	RODUCTION MANAGEMENT AND	OPERATIONAL RE	SEARCH
		ate: Thursday, 16-05-2019 2:30 PM to 05:00 PM	0 V.S.	Max. Marks: 70
Instr	u c ti	ions: 1) All questions are compulsory. 2) All questions carry equal marks.	,	A. A.
Q.1	C h	hoose the alternative subsystem of larger production are converted into outputs.	n system is the system wh	14 nere inputs
2	g Grand	a) Production c) Quality	b) Conversion d) Manufacturing	
NA PAR	2)	A firm which makes use of heavy materia cost will locate plant nearer to a) Source of Raw Materials c) Water source	als and want to reduce tr b) Market d) Competitor	ansportation
	3)	Land is available in abundance and at cha) Urban c) Rural	heaper rates in ard b) Suburban d) Metro	ea.
	4)	The basic purpose of is to cont materials. a) Store c) Inventory	trol inventory by managin b) Warehouse d) Supply Chain Mana	d ^a
د	5) (5)	manufacturing system uses auto a) Flexible c) Mixed	omated material handling b) Lean d) Combined	systems.
No. of	6)	In ABC analysis strict control is exercised a) A group c) C group	ed in items. b) B group d) None of these	0,00
~	7)	Planned maintenance activities are carrial Requirement c) Predetermined schedule	ied out according to b) Economy d) Quality	- ¹ 8181
	8)	is a quantitative technique from planning and coordinating large projects. a) Area Analysis c) Forecasting		A CONTRACTOR
	9)	Improving is overall objective of a) Quality c) Work	f good layout. b) Speed d) Productivity	
	10))Graphical method can be applied to solv variables.	10	only
NOP.	11	a) Twoc) Fourl)In game theory, outcome of a game is ca	b) Three d) Five alled as	
100	1 1	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) Hungerian

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	М3	M4
	J1	5	7	11	6
10	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.

Markets	20				0
	Ã	В	С	D	Demand
Warehouses	4				S.
Q Q	6	3	5	4 🕏	22
II ,	5	9	2	75	15
111,0	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.

A profession of the state of th SLR-B
ABC company produces Refrigerators and Ovens. Refrigerators are produced aximize aximize a separate and a sep

And the state of t

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	1,0	88	SLR-BJ-14
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No.	No.	T.	Set 15

M.B.A. (Semester-II) (CBCS) Examination April/May-2019 INTERNATIONAL BUSINESS

		e: Friday, 17-05-2019 30 PM to 05:00 PM	9	Max. Marks: 70
Instru	ıctio	ons: 1) All questions are compulsory. 2) All questions carry equal marks.		
Q.1	1) ह	tiple Choice Questions. The World Trade Organization was estat a) 1995 c) 1990		ned in the year 2004 2000
ER S	2) ₋ f	 1990 Company focuses on domestic profession countries. Domestic company Transnational Company 	rac b)	1,1
	, a	Under approach the domestic co an extension of domestic markets. a) Geocentric approach c) Ethnocentric approach	b)5	anies view foreign markets as Polycentric approach Regiocentric approach
	6	The International theory of absolute cost a) Adam Smith b) Heclscher- Ohlin	b)	vantage was stated by David Ricardo Porter Lawyer
.4	. P.	Pater's International theory is known a) Global strategic theory c) Factor endowment theory		Product life cycle theory Competitive Advantage theory
No. 1	6	Erasing national & political boundaries and country for business is termed as a) Privatization c) Globalization	b) d)	<u> </u>
		refers to tax imposed on import a) Quota c) Income tax	s. b) d)	Tariffs None of the above
		are national cost levied by gove a) Subsidies c) Import quotas		nent to protect domestic trade. Administrative tax Voluntary imports
		The government of India announced fore year a) 1995 b) 1991	ign b) d)	direct investment policy in the 1996 1998
N. A.	C	corporation produces, markets, a) Multinational b) Global FEMA is	inv b) d)	ests and operates across the world. Transnational International
-	,) Foreign Exchange Material Act b)		eign Exchange Money Act eign Exchange Management Act

	12) The total numbers of countries in EV a	s on 30 th April 2005 are	
	a) 25	b) 30	,0)
	c) 28	d) 35	30
	13)The Currency Euro was introduced in t	he year	6,
	a) 2000 💉	b) 2002	
	c) 2004	d) 1990	
	14)Premier forum established for facilitatir	g economic co-operation in Asia-Pacifi	С
	region is called	8	
	a) ASEAN	b) APEC	
	c) ESCAP	d) All the above	
Q.2	Short Notes.	2.17	14
	a) IB Approaches	S)	
	b) Product life cycle theory of International	ıl Trade.	
Q.3	Short Notes.	, (6 ⁶)	14
Κ.	a) WTO	17.	1
30	b) Absolute cost advantage theory	SE,	0
Q.4	a) Brief an overview of International Busin	ness? Explain advantages & problems	14
	of international business.	ž Si	
	é OR	A N	
	b) Define the concept of M.N.C.? Explain	factors contributing for the growth of	14
	MNC.	į.	
Q.5	Case Study.	,0	14
	To maintain its practice of EDLP	Wal-Mart adopted a three pronged	
	approach in China. First, it focused or	increasing local procurement thus	

To maintain its practice of EDLP, Wal-Mart adopted a three pronged approach in China. First, it focused on increasing local procurement thus reducing procurement costs. Second, it maintained satisfactory supplier relationship during its initial years by paying suppliers within 3-7 days. Third, it established modern commodity distribution centres and computerized its management to improve efficiency and reduce cost... Unlike Chinese companies, at Wal-Mart, associates found a high degree of transparency in relation to career growth. All new employees went through three months training at Shenzhen. Wal-Mart valued an individual's competence rather than personal connections when promoting an employee.

According to a report by People's Daily Online, Du Liming who started her career as an ordinary checkout person at Wal-Mart became general manger of a Sam's Club in Shenzhen in just two years. In 2003, Wal-Mart figured among the 15 most popular foreign employers in China in a survey of university students conducted by ChinaHR.com one of the leading online recruitment websites in China. Wal-Mart suppliers also underwent "standards training." As per Wal-Mart standards, suppliers were not allowed to have a work-week of more than 40 hours. Wal-Mart also restricted overtime to three hours per day and emphasized that safety requirements were met and satisfactory accommodation was provided to the workers.

Wal-Mart's Chinese operations have had their share of problems. The company's supply chain operations were not as efficient as in its home market. In addition, there was stiff competition from both local Chinese retailers and from foreign retailers who had established their base in China. Thus, even after nine years of presence in China, Wal-Mart was still very small with just 48 stores. Its 2004 sales from the Chinese operations were \$940 million which was around 2% of its international sales and a miniscule portion of its total sales of \$256.3 billion...

SLR-BJ
Wal-Mart had long been criticized for its slow international expansion. SLR-BJ-14

SLR-BJ-14

SLR-BJ-14

Criticized for its slow international expansion.

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 Mart did not make use of its first mover advantage and our Questions:

1) Analyze the Carrelour 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 Mart did not have any such experiential advantage.

did not make use o	f its first mover ac	lvantage and expar	ided slowly in China	
Questions: 1) Analyze the Ca	se		- Fig.	05
2) Identify the Pro	olem	1/02	Sel.	02
3) Identifying Alter	native Solutions	7	,0	05
4) Give the Best s	olution		0,	02
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2		200	J.	
<i>X</i>		SIL	22	
, Q ^T		11 ¹⁰	.,0`	6
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117	Q ^N		, , , , , , , , , , , , , , , , , , ,	.1.0
1) Analyze the Ca 2) Identify the Pro 3) Identifying Alter 4) Give the Best s	,i, ²	No.	.,	30
E. S.	,©	1/2		,30°
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did not make use of Questions: 1) Analyze the Ca 2) Identify the Pro 3) Identifying Alter 4) Give the Best s		°0,	WHAP ON THE SERVICE OF SERVICE	Page 3 of 3
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	16.5	all a	SLR-BJ-15
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		MANAGERIAL COMM		2013 ·V
		ate: Monday, 20-05-2019 :30 PM to 05:00 PM	?	Max. Marks: 70
		ons: 1) All questions are compulsory. 2) All questions carry equal marks.	4	A. S.
Q.1		ıltiple Choice Question (one mark each	. 03	14
MAN S	1) 2)	A participative two-way communication pand structured presentation of a messag a) Oral Presentation c) Interview Skills are the one which are taught might be assessed during an interview.	e using visual aids is known b) Group Discussion d) Speech at or even have been gras	wn as
		a) Intuitiveboth of these	b) Learnedd) None of these	²⁰ 10.
	3)	Which of the following attribute is regard a) Stress management c) Both a & b		M. M
	4)	gives the letter number, file no. ar to locate the file related to the issue. a) Date c) Special Marking	nd other filing details to ma b) Reference Number d) Post Script	ake it easy
4.5	5)(consist of informal words, phrases as standard and are often used by speci a) Slangs c) Regional words		regarded
	6)	refers to conventional rules of soca) Telephoning c) Letters	cial behavior or profession b) Etiquettes d) Interview	al conduct.
	7)	Personality specific skills that determine negotiator and conflict mediator are known a) Technical skills c) Soft Skills		r, listener,
	8)	In people tend to do things in a set a) Monochronic culture c) Both of these	equential manner, one thin b) Polychronic culture d) None of these	g at a time.
	9) 0/65	A Formal written message, written in a c the organization to meet a specific need a) Business Letter c) Business Report	4.3	one within

	MINTER STORES	
	SLR-E	3 L-15 🔊
	10)As per the Business Etiquettes, while introducing others, the personamong the visitors introduces the other members of his /her group. a) Junior most b) Senior most c) Any one d) Each	6
	 11)People in High-Context cultures make business decisions on the basis of a) Reason b) Individual Needs c) Competition d) Interpersonal Relations 12)Full form of NOMA is a) National Office Manager Association b) Native Office Manager Association c) National Office Management Association 	R R
	d) Native Office Management Association 13) questions are asked to confirm the statements given by the candida a) Open b) Closed c) Probing d) Reflective	S. S
QH Q.2	 14) lies in saying only what needs to be said and leaving out unnecessation words or details. a) Clichés b) Jargons c) Brevity d) Verbosity 	of the contract of the contrac
& Q.2	a) Fie-interview preparation techniques	14
Q.3	 b) Guidelines of Intercultural Communication Answer the following questions a) Explain the concept soft-skills. Dive details of Soft Skill Categories. b) Explain in brief the characteristics of an effective memo. 	14
Q.4	a) Define Business Etiquettes. Comment on the Etiquettes essential during Introductions, telephonic conversation and business dining. OR	14 marks
	by Define Duciness Dresentation Ctate the details of planning and organizing	14 🔊
Q.5	Golden Square building contractors had ordered 600 tons of cement to A.S. Cement Company, with specific instructions that it was to be delivered in 30-lots every three days. Work was started with the arrival of the first lot, although a week has passed, further supplies have not arrived. Ask the A.S. Cement for the immediate supplies and asking for an explanation of slackness in executing their order. Draft a reply through A.S.A Cement grant the claim.	but S.A the
, AMMA	the claim.	Page 2 of 2
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Seat	
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		IV	I.D.A. (O			METHO		OLOGY	y-2013	
			Tuesday PM to 05	, 21-05-2		N. S.			Max. Marks	: 7C
Instru	ucti	ons			are compu e right indic	lsory. ate full marl	(S		S.A.	
Q.1	Ch	100						iven alternatives		14
્વ	1)	_		nd interp al	s primarily reting relati) [th testing hypothes Descriptive Empirical	sis and	2
E STATE OF THE STA	2)		Reobservation Analytica Concept	on alone ıl		sed researc b) d)) l	which depends on Descriptive Empirical	experience	22
	3)	pra a)		for the sa ental		rledge without b)	ŭt E	sic or pure researc any intention to a Descriptive Empirical		
	4)	-,0	. b.	tentative equence		n made in o	rd	ler to draw out and Hypothesis Observation	I test its	
84 N	5)		bset of a Sample Data	larger po	pulation or	b)) (of the population is Census Interview	known as	0,00
	6)	a)	llects data Literature Primary	that have	e not been	previously b) d)	cc S F	Secondary Report	rcher directly	
	7)	a) c)	type Dichoton Ranking		tions have `	- 30.3) (ions. Open ended Rating	EN TO SERVICE	
	8)	,	_ scales a Ranking Schemat		used to me	b)	F	ection and intensity Rating Close-ended	of attitudes.	
8	9)	me a) c)	easuring v Observa Scale	vhatever tion	it measure	b) d)) ;) [ng device is consis Secondary data Reliability	stent in	
E.	10		search is Solution Threat	directed	towards th	b)	2	problem. Opportunity Question		

	D, T	nversation initiated for a spec	ific purpose
	and focused on certain planed cont		200
	a) Scheduling	b) Layout	. P
	c) Observation	d) Interview	"10,2,
	,	by philosophers and thinkers	s to develop
	new concepts or to reinterpret existi	9 19	DF.
	a) Analyticalc) Conceptual	b) Descriptived) Empirical	E.
	N	6/4	N. S.
	13) is defined as a plan of action	on to be carried out in connec	tion with a
	research project. a) Research Design	b) Interview	8
	c) Report	d) None of these	ř
	V. 7.	d) None of these	
	14) presupposes reliability. a) Validity	b) Interview	
o ^t	c) Data	d) Schedule	43
~ _{2,}	7,5	a) Sandadis	N.
Q.2	Write short notes on.a) Classification of measurement scale		2014
G.	b) Secondary data	e de la companya de l	
Q.3	Write a short answer on following.	A.	v 14
U. .3	a) Research report	, R	6
	b) Experimental research design	Ñ	20°
Q.4	What is sampling? Explain in brief various	ous types of sampling	2105100 14
ч .т		OR	-Z-
	What is research? Explain in detail the	various steps involved in res	earch
	process.	v "?	
Q.5	Case Study.	`	14
	A healthcare company was set up in	n 2003 in Navi Mumbai wit	h a view to
	provide quality medical service to the	residents at an affordable p	rice. Having
0,	completed over two years of its exist	ence, the management wan	ts to have a 🔣 🦓
0	feedback from those who have availed	367	
Ž),	such a feedback is to know shortd		ties so that
2	necessary corrective steps can be take	en.	
	It would like to have the opinion of the		llowing: 🎺
	a) Accessibility	Star Star Star Star Star Star Star Star	67
	b) Service Orientation	2	£2°
	c) Doctors	2	14
	d) Nurses and Technicians	SV.	2
	e) Room-Usage Experiencef) General	2	*
	12	'N.	
	Questions:	20	
	 Assuming that the company has 	s approached you for this exe	rcise and

- 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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SLR-BJ-17

		•••	EVENT MANAG	ĘΪ	MENT	-010 NF	
			Wednesday, 22-05-2019 PM to 05:00 PM	0		Max. Marks:	70
Instru	ucti	ons	s: 1) All questions are compulsory. 2) Figures to the right indicate full m	ark	s	d.	
Q.1			se the appropriate alternative from t				14
	1)	200	onducting event involves of an Funds	_	anized group. Tireless efforts		
	¹ 69	a) c)	Budget	,	Resources		_
The state of the s	2)	me	ccurrences designed to communicate peans Events Communication	b)	cular messages to tar Promotion Business	get audience	, ci.º
	3)	a)	rtain events are intended to create Business Awareness	- 403	among the genera Skills Negotiation	l public.	
	4)	a) c)	is the basis for all planning and d Risk Skill	b)	sion making of an eve Media Budget	nt.	
	5)	a) c)	is concerned with idea formation Conceptualization Costing		h differential approach Canvassing Coordination	٦.	
S. S.	6)		///	b)	l participants is essen Accessible Communicable	tial.	,
2	7)	a) c)	license is required if the event is Pollution Performance	b)	nusical, dancing, dran Health Department Waste management	210 ₂ 0,	
	8)	a)	PL means Phonographic Performance Limited Public Performances Limited Photographic Performance Limited Phonographic Performances License	S.W.	A A	N. N	
	9)		is a document that will be written ofessional event management services Budget Application	s. b)	d submitted by a pers Event Proposal Schedule	on providing	
A. A.	10) a) c)	can help event manager to deleg Stocktaking Assigning Responsibilities	pate b) d)	work and boost efficient of the control of the cont	ency.	
6,	11	,	e event is a projection of income Budget Brancal		d expenditure that the Stock	event will inc	ur.

SLR-BJ-17

	N. M. S.		
	ARA	√ngor SI	LR-BJ-17 🥀
	12) event management may helpa) Interactivec) Costly	for online registrations. b) Computer aided d) Economical	. SON S. J. M.
	13) aims at building sustainable real a) Public relationsc) Advertising	elationships. b) Religious events d) Customization	10°
	14)Conferences and seminars are the exa) Publicc) Performing	camples of event. b) Social d) Corporate	
Q.2	Write short notes ona) Qualities of Event Managerb) Need for event proposal		14 H
Q.3	Write short notes ona) Computer aided event managementb) Role of Media in event management		14 00 00 00 00 00 00 00 00 00 00 00 00 00
Q.4	Why there is need for event managemen OF	704	₂ 814
Q.4	How public relations are necessary for evused for public relations.	vent management? Explain str	N.
Q.5	Prepare in detail event plan and budget for event for two days which is to be hosted premises. Mention assumptions that you made for the second seco	by Imperial College, Solapur i	
BANN MAN TAS.	*××	<2	OF SUPPLOON STATE OF SUPPLOON
i, i	Destroy of the White Hand of t	S. S	
	S. S.	o .	Page 2 of 2

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Seat No.	STON STONE	N. P. S.	Set P

	M.B.A. (Semester-II) (CBCS) Examination April BANKING AND INSURANCE	/May-2019 🐬
	y & Date: Wednesday, 22-05-2019 ne: 02:30 PM to 05:00 PM	Max. Marks: 70
Instr	structions: 1) All questions are compulsory. 2) Figures to the right indicate full marks.	A A A
Q.1	 Collection of Utility Bills or insurance premiums are	of a bank. ervices nking function
C. S.	d) can seek permission from RBI to accept 3) Bills discounting is a type of a) Loan A/c	nal risk attached
S ANN WHY VA.	5) is the rate at which RBI lends funds to the bank whof funds by sale of security to be repurchased at specified ra). Bank Rate b) Call Rate c) Repo Rate d) Base Rate 6) means that person opting for insurance must have interest in the property being insured and will suffer financial occurrence of insured event. a) Subrogation b) Indemnity c) Contribution d) Insurable Interest.	pecuniary al loss on the
N. A.	 7) Insurance Contract of any kind of assets which can be dam natural calamities or events of accident during transportation by fire etc. is called as a) Personal Insurance b) Property Insurace c) Liability Insurance d) Guarantee Insurance b) Guarantee Insurance by the insured during transportation of premium parameters are covered by the terms of the insurance policy. a) Term Insurance b) General Insurance c) Life Insurance d) Non-Life Insurance 	on/shipment or rance surance aid, the insurer

		₹^\		3	
	-	Which one of the following principle of insunsurance?	ıra	nce is not applicable to Life	
			b)	Utmost good Faith	S. S
	C	c) Causa Proxima c	d)	Indemnity	3,
	,	CRR refers to the cash that banks have to	m	aintain with the RBI as a total	
		percentage of their a) Total Loans and Advances	b)	Non-Performing Assets	
	C	c) Total Demand & Time Liabilities	d)	None of the above	
	11)_	refers to the amount that banks hat basis in the form of liquid assets as a total			
	а	and time liabilities.	þe	rcentage of their total demand	
		· ·	,	SLR Security Deposits	
	SV	Which one of the following is not an advan	•	Security Deposite	
Û				Convenient Banking	.6
	C	c) Round the Clock Banking	d)	Interbank Transactions	0,1
		In case of advances, interest is charged or a) Limit of credit approved for the account			
		b) Actual Amount utilised and actual period		of utility	
		c) Maximum Amount utilised during the p	- 1	. V	
		 d) Minimum Amount utilised during the permedia of IMPS over RTGS and NEFT is 	1		
	,			Real Time Money Transfer	
	(c) No Minimum Amount	d)	All of these	
		swer the following	_	QV.	14
		Discuss the concept and advantages of E- Explain the types of deposits in bank.	-Ba	anking	
	90	te short notes on		OSIV .	14
ý		Principles of Insurance		√V°	.A
,	•	Group Insurance	.	an and Pr	24.4
	DISC	cuss the meaning and types of General ins OR	Su	ance.	14
	•	olain in detail about RBI and its role in Ban	-Q	- dy	
		alyse the following Case Study and Ans			14
		er selling his house, Mr. G transferred the to a savings account that he asked the b		_ 1/4	
	Mrs	s. Y. 🙎 🥳		F	
		G had previously been bullied and intimi e – persuaded Mr. G to pay him substanti			
		I prevent a recurrence of this situation that			
		ings account to be set up so that bondrawals.	oth	of them had to sign for all	
	2.0	ortunately, however, the bank ignored t	he	se instructions. Mr. G and his	
6		er were each able to withdraw money from		2 V	
٩		nature. And in less than a year, Mr G had			
		ne Rs. 1,10,000. In Mrs. Y's view, this hat bank's error to which the bank disagreed			
		account belonged to Mr. G and he was er		2/3	
		nich is exactly what he had done.	, Q		

Q.2

Q.3

- A must have opened for Mr. G and How did this change in account type oank should be taken in opening different oan

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		alds Russ	2
	0. V	18 SV	SLR-BJ-19
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	M.B.A (Semester-III) (New) (CBCS STRATEGIC MA	
	& Date: Thursday, 02-05-2019 e: 10:30 AM to 01:00 PM	Max. Marks: 70
Instr	ructions: 1) All questions are compulsory. 2) Figures to the right indicate ful	marks.
Q.1	Multiple choice questions 1) The various levels of strategy are Corp	oorate, Business level and
9	level. a) Individual c) Interpersonal	b) Functional d) None of the above
OO NH WE OO!	2) The Statement indicates what future.a) Visionc) Goals	the company wants to create in the b) Mission d) Objectives
00.	 The Statement indicates the econcerning particularly why it is in exist and customers it seeks to serve and set a) Vision c) goals 	
	4) The purpose of appraisal is t in terms of strengths and weaknessesa) Visionc) Organizational	
N. A.	 5) In order to understand what opportunit organization, it is necessary to apprais a) Environment c) Firm 	se the b) Organization d) Enterprise
0.00	6) The five forces of Porters model are the and bargaining power ofa) Buyers and sellersc) Both of above	b) Buyers and suppliers d) None of the above
	7) The set of interlinked value creating acting a is aa) Operationsc) Supply chain	b) Logistics d) Value chain
	8) SBUs are a) Strategic business units c) Sequential Business units 8) The research are relative to the strategic business.	b) Strategic basic units d) None of the above
N. S.	 9) The managerial exercise of putting a find known as strategy a) Effectiveness c) Implementation 	b) Efficiency d) Perception

	N. S.	SIGN	SLR-BJ-19	C EN
	 10) The procurement, commitment and distriction informational and physical resources to so of organizational objectives is known as a) Resource utilization c) Resource management 	strategic tasks for the a	ichievement on	, ,
	11)The application of ethical values to businga) Ethicsc) Ethical business	ness behavior is known b) Business ethics d) Ethical business b	E.	
	12)Ethical are concerned with a judgea) Decisionsc) Thinking	gment about right and b) Intent d) Implications	wrong.	
A.	 13)The management concept whereby comenvironmental concerns in their business their stakeholders is known as a) Corporate social responsibility c) Corporate management 		ctions with ance	N. N.
N.	14)The four cells of BCG matrix are cash coa) Fishc) Marks	ows, stars, Dogs and _ b) Birds d) Question marks		
Q.2	 Answer the following a) BCG matrix b) Stability strategy Attempt the following a) Resource allocation b) Vision 	10,0°0,	14 14 14	
Q.3	Attempt the followinga) Resource allocationb) Vision	, S	14	
Q.4	Attempt any one of the following Discuss the strategy implementation proces OR Define strategy and discuss the strategic de	s in detail.	14	
Q.5	Case Study. The firm's most important resources and durable, difficult to identify and understand replicated, and in which the firm possess company's 'most important assets' and need pivotal role in the competitive strategy essence of strategy formulation, then, is to most effective use of these core resources at Consider, for example, the remarkable to company behind the Macintosh computers, was Steve Job's recognition that the compairreplicable asset was Apple image and image. In virtually every, other area of company quality, product and process technology, a greatly inferior to its other rivals, such as survival was to pursue a strategy founded us simultaneously minimising Apple' disadvant new marketing strategy involved extending individuality from its traditional customer greatly more a general, young professional type means of tougher controls over dealers was	d capabilities are those, imperfect transferables clear ownership. The dot of the company of design a strategy the and capabilities. The loyalty that according to the loyalty that according to the loyalty that according to the loyalty that according to the loyalty that according the loyalty	se which are ole, not easily hese are the old they play a pursues. The at makes the the computer Fundamental n-transferable, mpanied that oduction cost, pe-Apple was pportunity for vantage, while oilities. Apple ople image of nic designers) pple name by exploitation of	
	the Apple name through entry in other indus			

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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 it 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)

	N. N. S.		
	0.0	8F 63B	SLR-BJ-20
Seat No.	0202	H. E.	Set P
M.B.A. (Semester - III) (New) (CB0	CS) Examination Apri	I/May-2019

	MANAGEMENT ACCOUNTING	way-2019
	0.000	Max. Marks: 70
Inst	ructions: 1) All questions are compulsory. 2) Figures to the right indicate full marks.	E. S.
Q.1	a: 10:30 AM to 01:00 PM ructions: 1) All questions are compulsory. 2) Figures to the right indicate full marks. Multiples Choice Questions: 1) is (are) the characteristic(s) of a budget. a) It outlines projected activities b) Expressions are made in quantitative terms	14
B		%.0.0.0°
O.O. THUMAN TO:O.	 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 	ol _{Galdar}
0.00	 3) The amount by which an item contributes towards covering fixed of providing for profit is known as a) Gross profit	cost and
	 4) Sales expenditure budget is prepared by estimating the expense (section 2). a) Advertisement b) Market analysis c) Salesman's salary d) All of the above 	s) of
N WHO WE WAR	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	2000 000
1. W. V. O.O.	 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 	N. A.
	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 	
N. A.	Cale la Cara de la Car	

	9)		is not a tool	of management	acco	unting.	£.,		
	a)	Decision	on accounting	j	b)	Standa	rd costing		, O
	c)	Budge	tary control		d)	Human	Resources Acc	ounting ,	0
	10)La	bour Ef	ficiency Stand	dards are decid	ed by	conside	ring following fa	ctor(s)).v
	<u>-7</u>	Bosor	de of pact par	formanco	P25	Time 8	Motion Study	20.	
	a) c)	Trial R	ds of past per	Torriance	1.76		Motion Study ne above	D.	
	,		G.		0,			C.	
				ecessarily usefu				F	
	,	Foreca	•	30	,	Coordin	Ein.7		
	c)	Planni	ng	~	d)	None o	f the above 🥂		
	12)Cc	ntributi	on represents	s pool of resour	ces av	/ailable f	or meeting all co	osts	
	oth	ner than	·	E.			~0		
	(a)	Fixed (costs	F	,	Variable	1-5		
	⁽ (_{2,2} , c)	Labou	r costs	27	d)	Materia	l costs		ь
Ö	13)A	favorab	le direct mate	erials price varia	ance o	ccurs w	hen [©] .		00
O.P.							dard rate of dire	ct 🥊	9
Gr.		materi				. 6		S.	
75	b)		9/5/				d rate of direct n	naterials	
2	c)		0.992	materials is les	s thar	n standa	rd rate of direct	9	
		materi	The state of the s			V		E	
	d)			materials is les	s thar	i previou	us year's rate of	direct	
		materi	als		0		ź	-	
	14)In		actual per	formance can e	asily b	oe comp	ared due to ava	ilability	
				levels of activity			V Az		
	,	Fixed	•	93.	,		e budget 🔊		
	c)	Produ	ction budget	SE.	d)	Sales b	oudget 🎺		
Q.2	Answ	er the	following.	N.			05°		14
	a) Ty	pes of	Reports	1			Selv.		
3	(16) Fr	om the	following info	rmation find out	t the F	VV Ratio	, Break-even Po	oint and	
0,		argin of		V. A.		-	2		00
A Q.3		ales-	Rs. 1,00,000	% T		N. H. M.		_0	5
Elle,			Cost - Rs. 60,			70.		VO.	
72	FI	xed Cos	st - Rs. 30	0,000		F.		·Q)"	
Q.3			following.			3		83/	14
	-		767		ing an	id Mana	gement Account	ting.	
	b) Fr		following data		V2.			£.	
	1)		al Cost Varia	nce	×		.2		
	2)		√ariance	SV.			" L.		
	3)		Variance	Otal Daiss (in	A - 1 -	-1.04	A a track Date a		
	Pro	duct	Std. Qty.	Std. Price (in		al Qty.	Actual Price		
		^	(in Units)	Rs.)		Units)	(in Rs.)		
		A	1,050	2.00		100	2.25		
		B C	1,500	3.25 3.50		400	3.50 3.75		
	62	C	2,100	5.50	Ζ,	000	3.73		
Q.4			one of the f			-2	`		14
H. M.	Defin	e Audit.	Explain in de	-		d variou	s types of Audit.		
20			700	OR		"Ta.			
.2/2			20			T.			
1.			30,		. 8	24			
			5700, 107		100				

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:

, 1 ²	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.

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

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.

Page 3 of 3

14

		. 6570 F. S.	2
	Sight.	Pr.	SLR-BJ-21
Seat No.	6000		Set P

	IV		ELOPMENT
	•	Date: Saturday, 04-05-2019 10:30 AM to 01:00 PM	Max. Marks: 7
		ctions: 1) All questions are compulsory 2) All questions carry equal ma	
(Multiple Choice Questions 1) Johari's Windows four quadrants inc a) close c) unhidden	clude Open, Bind,& Unknown. b) hidden d) known
S. S. W. W. S. S.	AR OF	2) SWOT analysis stands for strength -a) troublec) problems	h) opportunity
9. N		 3) Time management increases a) loss c) productivity 4) 80:20 rule is discovered by Vilfredo _ 	b) obstacles d) expenses b) Pareto d) Pareet b) costly d) paid
)		a) Parrot c) Patro Goals have a cost. Dreams are	b) Pareto d) Pareet
		a) free c) offer	b) costly d) paid possible deal in the best possible way.
	E ONL	a) negotiation c) procrastination	b) appreciationd) declaration
, it is		7) Etiquette in simpler words is defined a) attitude c) gestures	b) behaviord) posture
89.5	8	B) provide the form of struction operates.a) Behaviorc) Goal	cture within which good manners b) Attitude d) Etiquettes
	Ş	9)etiquettes refers to how an work.a) Socialc) Eating	n individual should behave while he is at b) Corporate d) Wedding
	1	10)KPO stands for a) knowledge practice operation c) know practice & operate	b) knowledge process outsourcing d) kids pace optimization
	W By Co	11)Off-shore BPO activities operated at a) neighboring country c) remote country	De.
7		"Q3,	E2,

	La Company of the Com	.00	
		, Shift OLD	D I 04 &
	12)The function allows looking for	SLK or values from worksheet ranges	-BJ-21 on of eft to
	where decision table is arranged in a ho	orizontal manner and the operati	on of
	looking of value is performed on the firs right.	t row of the decision table from I	eft to
	a) Lookup	b) HLookup	7023.
	c) VLookup	d) DGET	0.
	13)The enables the user to perfomany as 64 input cells.	rm sensitivity analysis by varying	gas
	a) Scenario manager	b) Solver	~
	c) Goal seek	d) pivot tables	
	14) is the symptoms of stress. a) Panic	b) Smiling	A. S.
	c) Enjoy	d) Cool	J.
Q.2	Write Short note on.		14 🔊
(a) 80: 20 ruleb) Types Of Negotiation	OAID	, ⁵ 9`
OS.	Attend the following	, BF	21A
. Z. C.	a) Dressing etiquettes	7 E.	6120
7.	b) Accounts Payable	3	OALO
Q.3	What is self awareness? Draw SWOT anal OR	lysis grid and discuss.	14
S.	Discuss various levels of security in MS Exthem.	ccel and the method of implemer	nting
Q.5	Prepare a business plan for the new set up	assuming any product or service	ces 14 (
	considering following parameter. a) Owner details	8,5,	"BE
	b) Description of the business		"7 _{G,}
	c) Outline of the marketd) Evaluation of competition	OSIV .	2
d	e) How the business will be organized?	'Qu,	,B)`
Pa	Proposed marketing mix Premises and equipment	ME,	°000
700	h) Sources of capital	Z.	Z.
2	i) Cash flow forecast i) Future plans	N. S.	Callo.
85 L.	y ratara piana	, P	2
85.	Prepare a business plan for the new set up considering following parameter. 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	20. Tu	
	7g	- LAT	
	En' ON	S. A.	
	B,	_& ⁶ .	
	200	Ñ	
	Se Mi		
	and see	9.	
P.	8	N. S.	
" Ely	30	N. T. Carlotte	
1/2	i) Cash flow forecast j) Future plans	S. E.	
	P.	8 ⁵ .	
	considering following parameter. 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	on the partial of the product of the partial of the	Page 2 of 2

	Z. Z.		S.
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	AF.	SLR-BJ-22
Seat No.	1020	H. E.	Set

	M.I	3. <i>P</i>	۱. (Semester -				April/May-20	19
				keting Mana			ETIMO S	3
_			BRAND MAN		ANDSC	CIAL MARK		
			Monday, 06-05-2 AM to 01:00 PM	2019	SOS IV		Max. M	larks: 70
Instru	ucti		s: 1) All questions 2) All questions				'0' _{'0} ',	
0.4		.0		Con	ains.		0	4.4
Q.1		Μe	ole Choice Quest easuring in totality	. 25"	and its v	alidity by asses	sing its	14
2	, 9,	a)	ectiveness is Brand Managem	6.4	,	Brand Equity	1	2
20,		,	Brand Positionin	9	•	Brand Investm	ent	°0,0
2	2)		anding in building	long term				Silv
		,	Loyalty & Trust Reputation		,	Profitability Strategy	d	897
	3)		bring inspiration	and innovation	,	·60°	orld' is the hra	nd
	Ο,		omise of		to every	duncte in the w	ond is the bra	ii G
		,	Coca-cola		(db)	Bata	Ţ,	
		c)	Nike		(g) (d)	Star bucks	' PZJ'	
	4)	_				does and stand	ls for while	
		S)	nnecting with you Brand differentia	- V		nity. Brand Equity	5	
	S	c)	Brand Promise	- Ten.		Brand Story		
	5)	Ac	cording to Keller's	s brand equity n	nodel	is level	one step to bu	ild
હ	3	a s	strong brand.	S. P.		20	•	.03
OF)			Resonance	"O _{O.}		Judgement		0
Ey.	٥)	c)	Salience	0	,	Performance		. P.
	6)		marketing strategy oduct life cycle.	tnat is adopte	a wnen p	roduct reacnes	maturity stage	्रा
			Brand Audit		b)	Brand Revitaliz	zation	
		c)	Brand Relevance	Э	d)	Brand Reinford		
	7)			rtant marketing	tool used	d in social media	a by many	
		•	ganizations.		39), P/	Twitter	2	
		a) C)	Google You tube	00	6 b) d)	Naukri.com	.6°`	
	8)	A	%	sentation of all t	,	s and products	sold by the firm	m
	•,	-	known as brand-p			. A.	,55.6.5,	
		a)	Matrix	-1 ¹	,	Numerical		
	N.	ľC)	Graphical	S. P.	d)	Product		
_	9)		other name for gr Cause Marketing	V.1		alled as Ecological Ma	 rkotina	
The same		a) C)	White Marketing		d)	Sustainable M	_	
700		,	18 P		,	, T	J	
			600		Z.			
			P		10,0			
					0			Page 1

	10)A short phrase of 2 to 5 words about difference from other brands is called	20	0,
	a) Brand Parityc) Brand essence	b) Brand Promised) Brand Mantra	02/20,
		n focuses on employees of company and by giving more knowledge of company is	ř
	a) External Brandingc) Vertical Branding	b) Internal Branding d) Horizontal Branding	
	12)The type of marketing which discou	rages anti social behaviors is called as	
	a) Corporate social Responsibilityc) Ethical Marketing	b) Commercial Marketingd) Social Marketing	
	13)Brand names extended to new pro-	duct categories is called	
. F	a) Line Extensionc) Market Extension	b) Brand Extensiond) Product Extension	0,00
" GIL	14)An important technique is qualitativ		6
15	a) Measuring Emotionsc) Projective techniques	b) Conjoint Analysisd) Comparative techniques	
Q.2	Write Short note on.	% Fair to 100 100 100 100 100 100 100 100 100 10	14
	a) CBBE Model		
	b) Social Marketing	le de la companya della companya della companya de la companya della companya del	
Q.3	Write short notesa) Importance of mass media in socia	l marketing	14
	b) Brand Positioning	in the tree in the	
Q.4	Attempt any one of the followings		14
	challenges & opportunities of brance	ain its elements also explain, importance	
Se,	S. E.	OR S	.8
70.	social marketing? Give a co	mparative overview of commercial and	°0 '0.
Q.5	Case Study.	Ž.	14
2		at sells fruit juice worldwide. On January	
		decided to replace the existing packaging lice with new packaging for the North	
	American market. However, this ne	w packaging design was rejected and	
		na's consumers. The launch of the new hat Tropicana had to drop it to come back	
		g. First of all let's summarize the facts to	
	better understand the reasons for this	packaging failure. Tropicana invested 35	
		aign that promoted the new packaging for ing design and the advertising campaign	
	were created by the same agency;	Arnell. On January 8th 2009, Tropicana	
	-2.7	best-selling product in North America - revenues reaching more than 700 million	
C		sumers started criticizing the new design,	
OR.	especially on social networks. Two m	nonths later, sales dropped by 20%, and	
"Fa.	-514	presented a loss of 30 million dollars for competitors took advantage of the	
1.		ales lost by the fruit juice brands. On	

February 23rd 2009, Tropicana announced that it would return to its original

S

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	Sh.	~10°	05
b) Identify the Problem.	So.	0.	02
c) Identifying Alternative Solutions.	,0 ^{,5}	D.	05
d) Giving the Best solution	.0	G.	02

SLR-BJ-	23 55 1
Set	B.

Seat No.

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

			INDIAN FINANCIA	ÿL :	SYSTEM	E. S.
			Tuesday, 07-05-2019 AM to 01:00 PM			Max. Marks: 70
Instru	ıcti	ons	s: All questions are compulsory		.6	b [*]
Q.1	M u 1)	a)	Die choice questions is a market for old issues. Money Market Primary Market	,	Secondary Market All of these	14
N. A. B. C.	2)	SE	INSEX is the index of BSE OTCEI	,	NSE CSE	Selection of the select
	3)	a) c)	Red herring prospectus Statement in lieu of prospectus	b)	Abridged prospectus Shelf prospectus	11°
	4)		oney Market mutual fund is also knowr Growth fund Income fund	b)	Balanced fund Cash fund	H.C.
A	5) (5)		e basic regulatory authority for mutual Stock Exchanges Government of India Reserve Bank of India Securities and Exchange Board of Ind		ds is	و
Ship o'	6)	a)	ght shares are offered to Debenture holders List 2 contributories		Existing shareholders Liquidators	
	7)	a)	erchant banks concept in India introdu SBI ANZ Grindlays		by PNB City bank	R. Class
	8)		ajor players of Indian money market is Central bank Commercial banks	b)	Co-operative banks	H. H
	9)	a) c)	is a guarantee for marketability of Listing Registration		nares. Underwriting Issue by prospectus	
Ċ	10)	a) a) c)	is a method of cancellation of s Book building Buy back		es. Bonus issue Reissue	
ENDR)	11)		ing futures contracts to transfer price in Arbitrage		is called: Speculating	

	SLR-E	3J-23 💉
	12)Exchange markets and over counter markets are considered as two types a) Floating market b) Risky market	of Sign
	c) Secondary market d) Primary market	120 P.S.
	 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 a) Derivative Market	14
Q.3	b) Order Types of Commodity Market Write short notes	14
-	a) Money Market Instruments b) Merchant Banking	03:5%
0.4 0.4 0.5	Attempt any one of the followings a) Define Mutual Fund and its role. Explain the various schemes of mutual funds with its features	14 (6)
% W	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	, DR
	Required: a) Explain how Mr. Jagdish will highlight the important components of Indian	J.
,	Required: a) Explain how Mr. Jagdish will highlight the important components of Indian Financial b) Explain in detail role of Primary Market.	N. R. S.
Z.	D) Explain in detail fold of the party market.	"03;5,
1		No.
Tr.		Ó,
,5°		
3		
	VIDELL CLID	
70	b) Explain in detail role of Primary Market.	
76/10		
F	allo.	
	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.	Page 2 of 2

	N. S.	o'lles"	E
	, i.g.	. P. C.	SLR-BJ-24
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M.B.A (Semester-III) (New) (CBCS) Examination April/May-2019

	Production & Materials Management PURCHASING AND INVENTORY MANAGEMENT					
		ate: Tuesday, 07-05-2019 :30 AM to 01:00 PM	Max. Marks: 70			
		ons: 1) Question No.1 is compulsory. 2) Attempt any two questions from (3) Attempt any two questions from (
Q.1	Mû T)	On	14 future demand for firm's goods and			
NO PO)	services. a) Demand forecasting c) Demand predicting	b) Demand estimation d) Demand analysis			
	2)	is a process of taking position in market with an objective of reducing risk a) Futures and options c) Hedging	n future market rather than physical associated with price changes. b) Forward trading d) Risk taking			
	3)	This is the process of established standarduality, quantity and values of material manal codification c) Standardization				
á	4) (5)	Economic forecasting relates to macro-e forecast a) Interest rate c) Economic rate	conomic business environment that b) Inflation rate d) Equity rate			
No. of the last of	5)	is management of goods, supporganization and related aspect of purcha) Inventory management c) Employee management	lies and inventory needed for the ase. b) Purchase management d) Operations management			
	6)	is a place where excess materi when required. a) Locker c) Warehouse	al is kept which will be used as and b) Garage d) Store			
	7)	is a discipline that primarily spe stalked goods. a) Inventory management c) Material management	bcifies the shape and placement of b) Store management d) Stock management			
	8) No.	is the act of making a strategic product internally or buying it externally. a) Outsourcing c) In – house solution	choice between producing anb) Make or buy decisiond) Purchase from outside supplier			
AND TO	9)	A place where all items and material is s a) Decentralized Store	· 6/1°			

d) Enterprise Store

c) Centralized Store

	10) is the good and materials that of re-sale in business.	ıt a busi	ness holds for the ultimate goal	6
	a) Stocks c) Inventory	b) d)	Goods Products	250 N
	11)The first step in purchase cycle isa) Analyzing orderc) Processing purchase order		Receiving material requirement Perceiving purchase requisition	
	 12)MRPII in organization stands for a) Money Requirement Planning b) Material Requirement Planning c) Manufacturing Resource Planning d) Money Resource Planning 		S S S S S S S S S S S S S S S S S S S	
1	13) is an effective tool for cost references of work.a) Cost analysisc) Demand analysis	b) d)	and improve value Value analysis Risk analysis	000
	14)EOQ in inventory management standa) Equal Order Quantityc) Equity Order Quantity	b)	Environmental Order Quantity Economic Order Quantity	320
Q.2	Write short note on:a) Quantitative and Qualitative methodsb) Forward buying	of fore	casting	14
Q.3	Write short note on:a) Production and Operationsb) Management reports in inventory	105/20		14
Q.4	Attempt the following What is Stores Management? Explain the	e impor	tance of Stores lavout? Also	14
400	mention. Materials Handling Equipment (O) What is Demand Forecasting? Explain of qualitative methods of forecasting.	used in R	stores.	703.18°
Q.5	Case Study. Holding too much stock carries costs, so	McDor	nald's runs a lean stock control	14
	enough stock at all times to meet custom expensive waste. Ongoing communication between the cerand individual restaurants helps to mana of specialist stock controllers and employ restaurants makes up the central team. I with around 80 restaurants each and conthem via email/telephone. Anything that visiting their restaurant needs to be loggeraccount in the calculating of the forecast.	e procener dem ntral Rege the syees when the team This team munic would a ed with s.	estaurant Supply Planning team stock more effectively. A mixture of previously worked in the m of 14 regional planners works ates on a regular basis with affect the number of customers the team. This is taken into	e 6
N.	Supply Planners work with the new stock enough raw materials, e.g. beef, tomatoc distribution centres, such as Basingstoke the meals required for the level of demar A forecast is an estimate of future sales of calculated using.	es, lettu e. This e nd forec	ce, etc., leave the McDonald's ensures restaurants can produce asted.	
-	. MRP	100 S.		Page 2 o

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 emand, e.g. road closures or local events and promotions

Supply Planners working for McDonald's include a range of causal factors in the O5 O7 The state of 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 'Buv 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 McFlurrys and salads. Can also be built into the model. The forecasts then become more accurate, decreasing costs and improving customer satisfaction.

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1). Analyze the ca 2) Identify the Pro 3) Identifying Alte 4) Giving the Bes	S. B. M.	No of the state of	Oods Republished Page
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IN BOOK STORES		S S S S S S S S S S S S S S S S S S S	Page :

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Seat No.		LIN MES	SLR-BJ-25 Set

	IVI.L	J.A. (Jeillestei - III) (New) (ODCJ	- 17	
		Human Resource M		7.85
		STRATEGIC HUMAN RESOL	9K(CE MANAGEMEN I
-		ate: Wednesday, 08-05-2019		Max. Marks: 70
l ime:	10	:30 AM to 01:00 PM		R. S.
Instru	ucti	ons: 1) All questions are compulsory.		
		2) All questions carry equal marks.		22
Q.1	My	Iltiple Choice Questions.		
	1	refer to general areas of outputs of	or o	utcomes for which the
ć	39,	department's role is responsible.	ل	annotano de mannina
P		a) Key result Areac) Performance appraisal	-	competency mapping separation
The same	٥)	29	,	, ch
-	2)	is the process of linking the hum strategic objectives of the organization in		
		a) KRA		HRM
		c) SHRM	,	ESOP
	3)	Considering workforce realignment, char	nae	in organization structure which
	-,	negates hiring procedure of laid off work		
		a) workforce reduction	,	downsizing
		c) upsizing	d)	rightsizing
	4)	In downsizing approaches, encouragement	ent	of senior employees for leaving
		firm is considered as	LV	
	2	a) buyoutc) attrition	,	early retirement layoffs
9	6,	-2 ²	u)	layons
20	5)	A Balanced Scorecard should result in a) Improved processes	h)	Motivated/educated employees
S. C.		c) Enhanced information system	,	all of the above
6	6)	forecasting technique relies on a	,	₹ .07
	0)	a) Delphi methods	•	trend analysis
		c) ratio analysis		supply forecast
	7)	is considered as a strategic activ	vity.	Ž.
	•	a) Recruitment	b)	Planning
		c) Productivity	d)	All of the above
	8)	Process of using present and past condi	tion	s for analyzing future aspects is
		classified as	ل ما	tarm analysis
		a) forecastingc) expectations analysis	,	term analysis all of the above
	0) #	C M	,	2V
	A),	The and control systems should be human resource function.	ait	ered to support the strategic
(39,	a) Appointment	b)	Reward
(Page		c) Job allotment	d)	None of the above

	SLR-BJ-	25 P
	 10) Human resource strategy in which focus is mainly on innovation, growth and decentralized structuring of firm is classified as a) cost leadership b) differentiation c) organization centralization d) competency advantage 	25 ph
	11) is a core function of human resource management and it is related to the specification of contents, methods and relationship of jobs in order to satisfy technological and organizational requirements as well as the social and personal requirements of the job holder or the employee. a) Job design b) work design c) task design d) all of the above	
	12) is an individual compensation system. a) Profit sharing b) Gain sharing c) Skilled based system d) Executive compensation	N. N
and a	13) is an employee-owner program that provides a company's workforce with an ownership interest in the company. a) ESOP b) SWOT c) KRA d) none of these	10 00 ON HAN
O'O'O'N WHAT O'O'O'O'O'O'O'O'O'O'O'O'O'O'O'O'O'O'O'	 14) is an agreement in which one company hires another company to be responsible for an existing internal activity. a) Outsourcing b) downsizing c) turnover d) separation 	
Q.2	Write Short notes.a) Traditional HR Vs Strategic HRb) Multi skilling	14
Q.3	Write Short notes.a) Role of line & HR manager in selectionb) Competency mapping	14
Q.4	 Attempt any one of the followings. a) Define Strategic Human resource Management, explain role of SHRM and also explain barrier to SHRM. b) Define Human Resource Planning and its process with diagram. 	14 M
Report of the second of the se	Case Study. Oriental Bank of Commerce: The Best Bank for The Year 2003 Oriental Bank of Commerce one of the nationalized banks in India was adjudged Business India's best bank of the year 2003. "People management" one of the key factors that rejuvenated the Ailing bank was pointed out as the key factor behind this achievement. The HR initiatives were actually introduced to resolve a crisis of 'sub-staffing', following a voluntary retirement scheme (VRS) introduced in the nineties, as part of its cost reduction drive (The VRS had reduced the bank staff strength to 13,500) The bank undertook widespread promotion drives which enhanced the motivation level of the employees and this had a direct bearing on the bank's services to its customers, (ft introduced mobility especially for the workmen who were-confined to the same towns and cities for ages.) This is evident from the OBC's productivity per employee (Rs. 343 lakhs) and profits per employee (Rs. 3.38 lakhs) figures, and these are the highest in the Banking industry for the year 2003.	14

ge. Besides, the manage appower.

Led its 1000 branch strong network consultancy time, infosys), while staff supplies, through their redeploy, all services.

Sumptions of the bank about its employees? theories and techniques of motivation that are put in practs. In case?

John Manager Consultancy time, infosys), while staff supplies and techniques of motivation that are put in practs. In the part of Froblem 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 redenless marketing of its financial services.

Questions:

a) What are the

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Seat No.		N. A. S.	Set P

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

		International Business	5	0%
Day 6	_ D.	INTERNATIONAL BUSINES	55	1,6
		ate: Wednesday, 08-05-2019 :30 AM to 01:00 PM		Max. Marks: 70
Instru	ıcti	ons: 1) Question No. 1, Q. 2, Q.3 and Q. 5 2) Attempt any one question from Q. 4 3) All questions carry equal marks.		compulsory.
Q.1		UNCTAD stands for a) United Nations Conference on Trade and United National Conference on Trade and United Nations Conference on Trade and United Nations Common on Trade and United Nations Common on Trade and	nd D and	evelopment Development
	2)	WTO stands for a) Wide Trade Organization c) World Trade Organization		World Training Organization World Trade Origin
	3)	MNC stands for a) Maximum Corporation c) Multinational Co-operation	b) d)	Minimum Corporation Multinational Corporation
	4)	The ASIAN was established in a) 1989 c) 1982	,	1967 1984
No. of the last of	5)	The objective of Generalized System of Precountry exports to a) Developed Countries c) Less Developed Countries		ence is to increase developing Underdeveloped Countries Developing Countries
	6)	GNP stands for a) Growth National Product c) Gross National Preference	b) d)	Gross National Product Gross Neutral Product
	7)	The balance of payments of country is said foreign exchange is exactly equivalent to the a) Disequilibrium c) Equilibrium	e su b)	
	8)	Current account balance may be improved a) Non-trade measures c) Trade measures	b)	 Trade merchants Trade money
	310	The World Economic Forum introduced a) Global Competitive Index c) Global competitive Information	d)	Global Common Index Gold competitive Index
Sept.	10)	Typically the last step in the internationalization a) Licensing		process is: Exporting

11) IBRD (International Bank for Reconstruction and Development) also known as b) World Bank a) EXIM Bank c) IMF d) International Financial Bank 12) Trade Related Investment Measures (TRIMS) doesn't apply for a) Measures that affect trade in goods b) Measures that lead to restrictions on quantities c) Discouraging measures that limit a company's imports d) Discouraging measures that limit a company's exports 13) NAFTA stands for a) North American Free Trade Agreement b) North African Free Trade Agreement c) North American Fixed Trade Agreement d) North American Free Trade Association is application of knowledge which redefines the boundaries of global business. a) Cultural Values b) Society c) Technology d) Economy Write Short note on. 14 a) International Monetary Fund. **b)** Global recruitment and selection process. Write short notes 14 a) SAARC b) International economic environment. Attempt any one of the followings a) What is international business? Discuss in detail the market entry strategies. b) Explains the trends in India's balance of payments position. What are the reasons for disequilibrium in the balance of payments? Case Study.

American Motors Corporation (AMC) for years had been America's fourth largest producer of automotive vehicles. It dropped to fifth position when Volkswagen began producing cars in US, after joining with Renault of France in 1980. AMC started to drop them. It began producing and selling Renault's designed cars instead of its own. AMC was also the world's largest producer of four wheelers since its acquisition of Jeep from Kaiser in 1870. Joining with Renault did not threaten the viability of AMC's Jeep line because Renault had no four wheelers. In fact, Renault became exclusive distributor for Jeeps in France and elsewhere.

Q.3

Q.4

Q.5

By 1980, worldwide sales of Jeep were over 2 lakhs per year with ¾ of that in the US and Canada, which represented the domestic business. The international sales in 1981 including communist countries were 45,000. Until the fall of Shah, Iran was the biggest market. Among four wheelers, Jeep was the largest seller. Its competitors in order were Toyota, Nissan and Land Rover. Jeep was the most global of the competitors also with manufacturing, assembly and on licensing in over 20 countries. In contrast, Toyota had most of its assembly operations in just Indonesia and Venezuela. Most of the Jeeps were produced from Ohio. However, AMC Jeep had limited manufacturing in a few foreign markets with assemble and licensing in many others. AMC Jeep had equity in plants in Australia, Egypt etc. Altogether, 2 assembly plants in Africa, 3 in Middle East, 12 in Asia Pacific and 4 in Latin America. Most of the local manufacturing is done to meet local content.

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 The state of the s 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 Manager SALES AND DISTRIBUTI	-	MR.
		e: Thursday, 09-05-2019 0 AM to 01:00 PM	2	Max. Marks: 70
Instruc	ctio	ns: 1) All questions are compulsory. 2) All questions carry equal marks.	000	»'
Q.1 N	I) S	ciple Choice Questions. Sales management has an important po	osition in the organization l	14 because it
		One of the oldest function Closer to the customers The only income generating function	N JAN ST	Notice of
2	re	A prospect who needs the product and eferred to as Suspect Probable prospect	also has an ability to buy, b) Sales lead d) Potential customer	is also
3	3) E	Effective territory design and allocation	of salespeople to territorie	s result in
ć		Improved sales force performance Improved company performance Both of the above None of the above	3,65,10,00,55	
Neg Cold		distribution ensures that a proof outlets. Regular Consistent	oduct is available in a larg b) Intensive d) Daily	e number
Ę	-			e marketing
6	n a b c) Deciding the characteristics and the	S. P.	•
. BA	a fo	he major components or tools of a condvertising, sales promotion, public relacionally by Direct marketing	ations, personal selling and b) Distribution channels	I one of the
45-70	С	Marketing logistics	 d) Supply chain manage 	ement

	E.	, ¹ 2°
	N. S.	SLR-BJ-29
	8) Some of the commonly used routing pat	
	cloverleaf and one of the following a) Rectangular	b) Square d) Hexagonal b) Seller's market d) None of the above
	c) Circular	d) Hexagonal
	9) Sales quotas are not suitable in	
	a) Buyer's marketsc) Competitive markets	b) Seller's marketd) None of the above
	10)Many companies are increasingly using	inside salespeople
	a) To reduce time demands on their ou	560
	b) To give market information to other of the control of t	departments internally
	d) None of the above reasons	, o o
	11)In build-up method, companies try toa) Equalise the sales potential of territo	rios
	© 1 \ ■ P H	e 👸 🥳
S. S	c) Equalise both sales potential of territd) None of the above	ories and workload and salespeople
74	12)A few large-sized companies with many	products or market segments may
EN'	use sales organization structure a) Line and staff sales organization	re. And Share
90	b) Horizontal sales organization	je, kr.
2	c) Line sales organizationd) Functional sales organization	
	Z	etween the manufacturer and the
	ultimate customer of the product.	
	a) Bridge c) Negotiator	b) Contact d) Hindrance
	14)Providing incentives to channel partners	s for them to perform better or
ć	additional tasks is known as a) Promotion power	 b) Reward power
P.	Denote in a second of	d) Remuneration power
S.S. RHAIN Q.2	Write Short notes.	A 14
177	 a) Compare top-down and bottom-up appr should give the sales manager the sam 	
S. P.	forecast.	18°
2	<i>6</i> 3) (Z.,
Q.3	Short notea) Why are distribution channels required?	7 Discuss the role of distribution
	management in the marketing of produc	cts.
0.4	b) Briefly describe the process of sales bu	60
Q.4	Attempt any one of the followings.a) What is sales management? Why is sale	es career considered exciting,
	challenging and a route to the top positi	on in an organization?
	 What is sales territory? Describe in deta territories and indicate its advantages a 	

Q.5 Analyze the case

SLR-BJ

ze 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 adequate freedom of operations and recognition whenever they got good orders. Ashok thought that there was a good scope of applying what the general manger.

- Questionsa) Analyse the caseb) If you were Ashok, what would do to achieve your sales volume and

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				N RESOURC		ment : Paper II IITIATIVES	Me.	
			Saturday, 11-05-201 AM to 01:00 PM	9 NOW	5		Max. Marks	s: 70
Instr	ucti		s: 1) All questions are 2) Figures the right		mar	rke "Ö.	× ,	
Q.1	Μu	.05	ole Choice Question	C.	mai	200		14
+	13)		ented employees ava	ilable in the job	mar			
MAR		a) c)	Talent management Recruitment	,	-	Knowledge Manage Selection	ment	, '0
4	2)	a)		hnology to supp	port (b)	ed and disseminated their work and commu Virtual organization HR Analytics		,
	3)	a) c)	is about analyzing Talent Management HR Analytics	g an organizatio	200	people problems. Knowledge Manager Right sizing	nent	
	4)	a)	is the process of wledge and informat Talent management Human Resource Ac	ion of an organi	isatio b)	sing and managing the on. Knowledge Manager HRIS		
Washing of the second	(5)	hu the a)	is the process of	identifying and organization that ting practices.	at are	orting investments ma e presently unaccount Emotional Intelligenc Human Research Au	ed for in	0,0
	6)	a) c)	is typically associ Empathy Soft Skill	ated with Emot		l Intelligence. Emotional Social intelligence		
	7)	an ac		ken, and the ponizational goals esearch	olicie s is k b)	of Human Resource I s followed towards the nown as HRIS Human Research Au	e ^c	
	8)	Ta a) c)	lent Management Grid 4 9	d consist of	ce b) d)	. V V		
A REAL PROPERTY OF THE PARTY OF	9)	A that a) c)	is defined as a an a skill or ability. Competency Intelligence	behavior (i.e. c	omm b)	nunication, leadership) Knowledge Talent	rather	
			N. S.	2/2	, ,,,,		Pa	age 1

* A-	Pag.	OLIV BU UL
10)Rightsizing means	h) Daatu Kuning	T .
a) Downsizingc) In Right size	b) Restructuringd) Developing	200
11) can be understood as the tool us	ed to evaluate the HR pr	actices and
performance. a) HR Research	b) HR audit	5
c) HR Accounting	d) HRIS	Ž ⁱ
12) Following is/ are the methods of HR Acc	•	, AT
a) Historical costc) Economical cost	b) Replacement costd) All of the above	E. E.
13)An enables the HR department to		
helps ensure the accuracy of employee take a greater role in the management of		ployees to
a) HR Research	b) HR audit 🔗 🦢	
c) HR Accounting	d) HRIS	,oʻ
14)Six Sigma benefits in HR functions to :a) Reduce the time required to hire an experience of the signal of th	employee	200
b) Reduce Absenteeism	The same of the sa	OSIV
c) Reduce expenditure for Recruitmentd) All of the above	" Ky	7.
Short Notes:	,0,0,r	14
a) Knowledge Managementb) Competency Mapping	2	K.
Short Notes:		14
a) Emotional Intelligenceb) HR Audit	⁷ 0;0,	
a) Define Virtual Organization. Explain its t	ypes with advantages ar	nd 14
disadvantages of VO.	10 10 10 10 10 10 10 10 10 10 10 10 10 1	
OR b) Define Human Resource Information Sy	stem (HRIS). Give the u	ses and
Ilmitations of HRIS.	N. S.	2/0/
Case Study:- Emotional Intelligence: A need at work p	nlace who	₃ 19 14
Mukul was a hard working policeman. H	le married a beautiful	girl from his
village. Both of them stayed in a house at p Mukul's boss, Sub-Inspector Sandeep was	~ ·	is officer. He
did not treat his subordinates well. He had	an eye on Mukul's wife e	ever since he
first saw her on the day of Mukul's wedding of Mukul's. Unlike other superior officers,		
his home with his wife for dinner	er and to other g	et together
parties. Mukul had noticed that Sandeep waking jokes and giving unsolicited advises		o his wife by
Sandeep denied Mukul any holidays. Mul	kul was tired of asking	
many times and had even mildly protested his wife to stay at the quarters all the time.	d once. Sandeep wante	d Mukul and
Once Mukul wanted a fifteen days of lea	ave to arrange and look	after his only

Q.3

Q.4

sister's wedding. He had to go to his native with his family for fifteen days. Mukul officially kept asking for leave two months well before the wedding date itself. But as expected Sandeep kept refusing him any leave. Just before the scheduled day Mukul had to leave for his native, he once again finally asked Sandeep to grant him leave. Sandeep said that he would

SLR-BJ
grant him leave provided he went alone to the marriage leaving behind his wife

in alone to the marriage leaving behind his wife 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 Sandean' possessed high emotional intelligence.

- If they, of the property of th Jkul a pence? A STATE OF THE PROPERTY OF THE

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SLR-BJSet M.B.A. (Semester-III) (New) (CBCS) Examination April/May-2019 International Business : Paper II

		International Bu EXPORT POLICY, PROCE	siness : Paper II DURES AND DOCUMEN	TS MAR
		ate: Saturday, 11-05-2019 :30 AM to 01:00 PM	510	Max. Marks: 70
Instru	ıcti	ons: Question no.1 is compulsory ar	nd carries equal marks.	,
Q.1		In export management D.A.F. stand a) Delivered at Frontier c) Delivery at Force		14
Chop of the state	2)	a) EXIM c) Marketing	veyance to another. b) Export d) Transshipment	
	3)	Debt recovery come under se a) ECGC c) FEMA	rvices. b) FERA d) RBI	11/18/11/11
	4)	Exchange fluctuations risk cover und a) FDI c) EPC	der b) ECGC d) MPEDA	N. S.
	5)	The validity period of zero duty EPC a) 03 c) 06	G authorization is mont b) 09 d) 12	hs.
77.	6)	3 % duty EPCG authorization is a) 36 c) 24	month validity. b) 18 d) 20	0.00
N. S.	7)	an instrument to establish eviany country. a) Code c) license	idences an origin of products i b) letter of credit d) Certificate of origin	mported in
	8)	Under the seller is responsible buyer into quay. a) EXQ c) FCP	e to make the goods available b) EXS d) DDP	to the
	9)	a) C & F c) CIP	rail, road & inland water ways. b) CIF d) FCP	
4	10)	price covers FOB value of go goods to the part of destination.C & FFAS	ods plus freight charges of tra b) FOK d) FOA	nsporting
A. B. A.	11))A shall be used for modificati constitution etc.a) ANF2Bc) ANF2A	on of IEC details like name, ad b) ANF2C d) ANF2D	ddress,
		, AR	20.	Page 1

	12)Under exporter analyze demogr	aphic, social, economic factor of	
	market. a) foreign environment c) foreign policy	b) foreign trade d) M & A	2000
	13)The RCMC shall be deemed to be valid a) 1 st April c) 1 st May	3	Í,
	14)The main role of is to project Ind supplier.a) ECGCc) EPC		
Q.2	Write a short note on a) INCO terms b) Export management	b) APEDA d) RCMC	14
Q.3 ×	Write a short answer on following		14
MAR	a) Describe in brief the export procedureb) Company objectives and company poli	ces in export	070
Q.4	a) State the term export and explain in bri	ef various steps in export procedure	14
	b) What is mean by ECGC? Describe in b	rief the role and risks covers under	
Q.5	Read the following case carefully and a	nswers the questions below.	14

When Walmart de México y Centroamérica decided to buy the power generated by the Electrica del Valle de México's (EVM) wind farm, EVM's struggling project received a significant boost. While the proposed wind farm was located in an area with abundant wind resources, absent a creditworthy off-taker the project would not have been able to line up financing. With Walmart de México's 15-year PPA (Power Purchase Agreement) in hand, the developers were able to gain financial backing, buy and erect the turbines, and begin generating electricity by 2010.

For Walmart de México, becoming the wind farm's off-taker accomplished a number of important objectives. EVM guaranteed electricity at below the rates charged by Mexico's state-controlled utility, shaving costs for the famously thrifty retailer. In addition, the project allowed Walmart de México to get closer to some of its sustainability goals. The wind farm would supply electricity to 348 Walmart de Mexico facilities in central Mexico, providing 18% of the electricity Walmart de Mexico consumed in Mexico in 2010.

The wind farm was just one part of the efforts Walmart de México was undertaking in the sustainability area. The company had pledged to meet ambitious goals, looking to reduce waste in its and its suppliers' operations. In the energy area, the company was hoping to receive 50% of its energy from renewable sources by 2015, even in a period of rapid growth, increasing its square footage in Mexico by 12% in 2012 alone. All told, the efforts of Walmart de México had made it the world's leading retailer in the area of sustainability a distinction the company hoped to build on.

The success of the EVM wind farm had ignited Manuel Gómez Peña's thinking about further renewable energy projects. Gómez, Walmart de México's Director of Sustainability, was considering ways the project financing structure might be further adapted to allow Walmart de México to participate in and benefit from other projects. Gómez was also considering the mix of renewable energy sources. In addition to wind, solar and mini-hydroelectric projects were possibilities that Walmart de México could consider.

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. However, there were no special feed-in-tariffe for the Eurthermore. Furthermore, there was a dearth of independent project developers with the resources and expertise to build large-scale projects.

México's equity investment in erequirements for Mexico's self-supply 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 for include suppliers into a renewable program? projects, rather than simply serving as an off-taker? What technologies should

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			.B.A. (Semester-III) (OId) (CBCS) CORPORATE PLANNING AND ST		
			ate: Thursday, 02-05-2019 :30 AM to 01:00 PM	Max. Marks	: 70
ļ	nstru	ucti	ons: 1) All questions are compulsory. 2) Figures to the right indicate full m	marks.	
	Q.1		Iltiple choice questions. Which level includes the strategies desig chief executive officer? a) Business Level	b) Corporate Level	14
, No.	NO STATE OF THE PARTY OF THE PA	2)	c) Functional Level SBU stands for: a) Similar Business Unit c) Strategic Business Unit	d) Middle Levelb) Structured Business Unitd) Simple Business Unit	200
		3)	Which of the following environment include policy? a) Political c) Technological	ludes the effect of Monetary and fiscal b) Socio-Cultural d) Economic	
		4)	Which type of environment consists of valifestyle of a society? a) Political c) Economic	values, cultures, beliefs, opinions and b) Socio-cultural d) Technological	
	900	5)(A creation of an entity by two or more org similar objectives is called: a) Joint venture c) Combination venture	organizations that want to attain b) Single venture d) Expansion venture	0.0.
17.7	80	6)	a) Merger c) Liquidation	s and selling its assets. b) Acquisition d) Integration	9/
		7)	The resource allocation approach that in top management to lower level is called a a) Top-down approach c) Down Top approach		
		8)	Strategies used in different functional are a) Generic Strategies c) Functional Strategies	areas are called b) Business Strategies d) Operational Strategies	
	(9) 31/95	The structure that involves dividing the to product lines, customers or geographical a) Network Structure c) Matrix Structure	174 =	
Ž	Sept Sept Sept Sept Sept Sept Sept Sept	10)Which matrix was developed by General Mckinsey & Company? a) GE nine-cell matrix c) Gap matrix	al Electric with the support of b) BCG matrix d) Industry matrix	

	-0			
	11)According to the BCG matrix, w require high investment?	nich of the following e	merging business units	3
	a) Stars c) Dogs	b) Question d) Cash Co		.0570
	12)What is the purpose of a turnar		, c	3/2
	 a) Reversing a positive trend a venture 	nd turning the organiz	ation into a profitable	
	b) Selling of business		-ation into a mulitable	
	 c) Reversing a negative trend a venture 	nd turning the organi	zation into a profitable	
	d) Expansion of business	P	,00	
	13) environment consists affairs and government rules.	of factors related to m	anagement of public	
	a) Political	b) Technol	ogical	
6	c) Cultural	d) Social	97 ²	3
OF.	14)Objectives are for term a) Long	b) Short 🖋	E.	20,02
5 Gr.	c) Full	d) Simple	4	31º
Q.2	Write short notes on	El C	0N	14
	a) Mission and Objectivesb) SWOT Analysis	, , ,	J. P.	
Q.3	Write short notes on	65 000 1000 1000 1000 1000 1000 1000 100	K, WHY WAS SO	14
	a) Diversification Strategyb) Resource Allocation	Silv	E. S.	
Q.4	Discuss in detail concept of Strate	y, levels of strategy a	nd Strategic Decision	14
	making process.	OR	2/2	
	How can strategic leaders match L	eadership style to req		
~ = 3 ³	being implemented? Explain with t	e help of various Lea	dership styles.	Ś
Q.5	Case Study. Doordarshan was launched in 195	by Information and I	Broadcasting Ministry.	,134 lt.⊚
Ch.	was having Monopoly and aroun	480 million viewers	in 1990. As a part o	€.
	Liberalization policy, private TV checable TV entered. By early 1990,	70.70		
	India, competing with Doordarsha	- N	•	
	overall viewers, especially with h			
	private independent channel was I double than private channels.	S. 10	_	
	channels and Doordarshan revenu	(6.2)	Ned to protein private	
	In 1997, Prasar Bharti was create	-		
	broadcaster of the country. In 200 Bharti who considered as reven			
	started focusing on FMCG manuf		050	
	of one day matches to increa			
6	Doordarshan programs were exce together. Mr. Sharma realized t	25/		_
Sig,	problem he felt was awareness ab			
100	newspaper - Indian Express and		-	

Mumbai. He worked on Conditional Access System (CAS) for direct

20.00

transmission of programs which improved picture quality due to set-top boxes. 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 to introduce new activities but how fundation due to inadequacy of final chain of

The state of the s bec. shan? est alter contents of the property chain of operations. Do you think Doordarshan should have been privatized? Aging Jest all and a distribution of the property of the prope How would you go about changing the strategy of Doordarshan? Analyse the case, identify problems, suggest alternatives and identify best alternative.

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N	M.B.A. (Semester - III) (Old) (CBC MANAGEMENT	S) Examination April	/May-2019
	Date: Friday, 03-05-2019 10:30 AM to 01:00 PM		Max, Marks: 70
Instruc	ctions: 1) All questions are compulsory. 2) Figures to the right indicate ful	ll marks.	0
	Multiple Choice Questions. 1) A budgeting process which demands of budget in detail from beginning is a) Functional budget	 b) Master budget	14 s entire
'iz	c) Zero base budgeting2) Standard may not be necessarily usefa) Forecastingc) Planning	b) Coordinatingd) None of the above	55,
3	 Contribution represents pool of resour other than a) Fixed costs c) Labour costs 	b) Variable costs d) Material cost	all costs
	 4) Which of the following is correct about a) Revenue > Variable expenses + Fi b) Revenue < Variable expenses + Fi c) Revenue = Variable expenses + Fi d) None of the above 	ixed expenses sixed expenses	npany?
AN SOLUTION OF THE PARTY OF THE	 j)is the first step of budgetary depends on it. a) Cost budget c) Production budget 	y system and all other bud b) Sales budget d) None of the above	lgets
£ 6	Those cost that have both fixed and vaa) Variable costc) Semi variable cost	ariable element are called b) Total fixed cost d) Prime cost	
7	7) Management accountancy is a structua) Costingc) Decision making	ure for b) Accounting d) Management	W. W
3	 B) The capacity variance arises when a) There are more working hours than b) There are less working hours than c) Both a and b d) None of the above 	 n the budgeted working ho	ours
S. S	The cause(s) of idle time can be analya) Administrative causesc) Economic causes	ysed as b) Productive causes d) All of the above	;
	10)Management accounting deals witha) Quantitative informationc) Both a and b	b) Qualitative informa d) None of the above	
	. Mark	,	Page 1

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		N. S.		SLR-BJ-37
	•		ch is made to change	as per the levels
	of activity attained a) Fixed budget c) Both a and b	,0 ⁵	b) Flexible bud d) None of the	
	a) Sales * P/V rat		es in amount is meas	ured as0°
	c) Sales * P/V rat		SALE TO THE SALE OF THE SALE O	N. N
	13)The following is a a) Measuring effice) Determination	ciency of variance	b) Facilitates cod) All of the about	ove
	14) The type of standa) Normal standac) Expected stan	ard 🔊	ed for cost control ob b) Basic standa d) Ideal standa	ard
Q.Z	Answer the followinga) Differentiate betwb) A company shows	een Cost Accounti		Accounting 14
7	Period	Sales (Rs.)	Profit (Rs.)	S ^N
,o,^	2016 2017	20,000	1,000 400	N. S.
,	Calculate : 1) P/V Ratio		20	K.
	2) Fixed Cost3) BEP	les are Rs.30,000		0.0. W
Q.3	Attempt the following	ng.		్రీ 14
	a) Characteristics ofb) From the following		s.50 kg	,
Sepan Humeroo,	1) Labour Co 2) Labour Ra		28	0 hrs.
and the same	3) Labour Effi	ciency Variance	2 EO 4	200
The state of the s	Actual rate of Lab	_abour per hour - R our per hour - Rs.6		3651
V. E.	Standard hours re Actual hours take		one unit of output - 1 nit of output - 8 hrs.	0 hrs.
	100	000 units	2	Z.
Q.4	Attempt any one of a) Define Audit. Exp			
	b) Explain Managem System in non-pro	nent Control Syster ofit organization.	n. Describe Manager	nent Control
	System in non-pro	72	Z ⁿ	5
	Opto Contract of the Contract	RA	03/02	
S	87	,0°,	(BR)	
E. S.	ń	50	JA.	
1/2		,	RA'	
	0.5	ofit organization.	n. Describe Manager	Dans 3
	.550		S	Page 2

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			N. S.	nds)	√ SLR-BJ-3	7 K 14 0.0.
0.5	Cooo Study		. T	0,	OLIV-DU-3	
Q.5	Case Study From the fol	Ilowing data fo	recast the cash po	sition at the end	of April, May and	14,0.
	June 2016.	.00	·	Z.	.0	2
	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 10,000	
	May June	1,16,000 85,000	1,03,000 80,000	10,000 8,000	6,000	
	Additional in	formation :	O.B.	-,	00	D.
	1) Sales 10	% realized in t	he month of sales,	balance realized	l equally in two	"F _{G"}
	following 2) Purchase	months. es are naid in t	he following month	ž.	\$P.	~Z;
	3) Wages 2	0% paid in arr	ears in the followin	g month.	7	V. E.
	4) Sundry e	xpenses paid	in the month itself.	0,		'0 _{2,}
, SO	5) Income t6) Dividend	ax payable in t	he month of June I payable in June.	Rs.20,000.	2,0)
1/2	7) Cash in h	nand on April 1	, 2016 is Rs.40,00	0 /	25/2	
O KORINH MIK LO:0, - TOO KORIN NH MIK LO:0,	,	3/0/2.	,	E.	SN SN	
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	V. L.		03/2		.0	P.
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(A)		⁷ 0.	SO S	E CONTRACTOR OF THE PARTY OF TH		
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		03	2	5		
		OP.	⁷ 0,		Page	e 3 of 3
		°20.	20		5,000 10,000 6,000 Requally in two	- J J. -

- 1) Sales 10% realized in the month of sales, balance realized equally in two

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	IVI.	BUSINESS ETI	3/3	iy-2019
		ate: Saturday, 04-05-2019 :30 AM to 01:00 PM		Лах. Marks: 70
Instru	ucti	ions: 1) Question No. 1, Q. 2, Q.3 and Q. 5 2) Attempt any one question from Q. 4 3) All questions carry equal marks.		
Q.1	- 40	0.1	PRO 27	inates
2	2)	 The following one is not a principle of busing 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 	ness ethics.	ENGL ON ORDER
	3)	The primary stakeholders of the organization a) Customers by c) Shareholders d	Suppliers	
900	4)	 The goal of corporate governance and bus a) Teach students their professional accorporate integrity to society b) Change the way in which ethics is taugle c) Create more ethics standards by which operate. d) Increase the workload for accounting standards 	untability and to uphold that to students corporate professionals	neir
G.	5)) Corporate Sales Ratio) Corporate Social Resp	
	6)	c) Marketing ethics	Business ethics Corporate social respo	-
	7)	In which dimension of CSR responsibility was recycling and non wasteful packaging? a) Consumer b) Social and community involvements c) Physical environment d) Employee relations	ould you classify the issu	ue of
N. Market	8)	The main purpose of business ethics is to?a) Understanding ethical uncertaintiesb) Principles and conceptsc) Application of practicesd) All of the above	NH N	

	C.W.	n individual or a group has about right	_
	and wrong. a) Morality c) Business Ethics	b) Ethics d) Group Ethics . b) Skills and knowledge d) Ability	0
	10) Values provide standards of	u) Group Etrics	
	a) Competence and morality c) Capabilities	b) Skills and knowledged) Ability	
	11)Public good is described asa) Dharma	b) Lok-kaiyaii	
	c) Kaushalam	d) Vividhata and srujanata	
	12)Corporate culture is botha) Internal and externalc) Implicit and explicit	b) Inside and outside d) None of the above	
	13) Ethics deals with the analysis and desc	92	
*	a) Right conduct	b) Misbehavior	d
0	c) Wrong conduct	d) Incorrect behavior	9
Sopr.	14)Ethics is derived from Greek word a) Ethos	b) Ethicoos d) Ethiq 1	
	c) Ethikos	d) Ethiq	
Q.2	Answer the following.	2 1	4
	a) Global Climate change		
	b) Models of ethical decision making	Le Marie Contraction of the Cont	
Q.3	Attempt the following.a) Ethics and Information Technology	§ 3	4
	b) Corporate Governance in India	₽ [°]	
Q.4	What are business ethics? Explain in detail	652	4
	principles of business ethics.	N.	
	OR What is corporate social policy? Describe i	in detail social responsibilities of	
00	business organization.	in detail social responsibilities of	Ş
Q.5	Analyse the case study.	A S	4
2		can be obtained by a patient only with	
	or under the orders of a physician. The		
	drugs contain side effects, are not conside be taken under a doctor's supervision. So	, , , , , , , , , , , , , , , , , , ,	
	safe use with few side effects, are allowed	_119	
	-V-		

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 selfdiagnosis. 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 ads drug on 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?

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

		Marketing Manager PRODUCT & BRAND		AR .
		ate: Monday, 06-05-2019 :30 AM to 01:00 PM	7	Max. Marks: 70
Instru	ucti	i ons : 1) All questions are compulsory. 2) Figures to the right indicate full	marks.	2
Q.1		Itiple choice questions The various product levels are core ber augmented product and	Z. S.	ed product,
NOF		a) Individualc) Standard	b) Potentiald) Customized	2,00
	2)	The Hierarchy is an organization products offered in a given market. a) Product c) Place	al chart that depicts the ar b) Price d) Promotion	ray of
	3)	On the basis of durability and tangibility non-durable and a) Shopping c) Capital	b) Convenience d) Services	durable,
	4)	The stages in the product life cycle are	introduction, growth, matu	rity and
	65/5	a) Frontline c) Decline	b) Saturationd) Incline	
NOF OF	5)	The product mix consists of product wice a) Weight c) Consistency	lth, length, depth and b) Hierarchy d) Height	- 2°
	6)	The steps in new product development Concept development and testing, Marl product development, test marketing ar a) Sales analysis c) Marketing analysis	keting strategy, Business a	
	7)	includes all the activities of designation approduct. a) Packaging c) Supply chain	ning and producing the co b) Logistics d) Value chain	ntainer for
	8)	The can be a simple attached ta that is part of the Package and might ca only the brand name.		
2	20°	a) Packaging c) Label	b) Stickerd) None of the above	
Elgh.	9)	are formal statements of expecte manufacturer.	67,	the
7		a) Warrantine	h) Guarantoo	

c) Promise

		or design, or a combination of them, intende	d ,
		of one seller or group of sellers and to	~
	differentiate them from those of a) Designing	b) Packaging	20
	c) Brand	d) None of the above	00,000
	11) is the added value endow	ved on products and services.	\
	a) Brand equity	ob) Brand values	
	c) Brand image	d) Brand	
	12)The act of designing a company	's offering and image to occupy a distinctive)
	place in the minds of target mar		
	a) Brand Decisions	b) Brand positioning	
	c) Brand image	d) Brand equity	
		uct mix carries the same brand name, it is	
	called branding.	, <u> </u>	2
_ <	a) Ingredient	b) Family &	°0;
-DF)	c) Individual	d) None of the above	0
Gy.	14)The four cells of BCG matric are	e cash cows, stars, dogs and	. P
12	a) Fish	b) Birds	§2,
O.S. P.H. P. P. Q.2	c) Marks	d) Question marks	
% Q.2	Answer the following	. S	14
70.	a) BCG matrixb) Write a short note on Product Li	fe Cycle 8	
0.3	7	e cash cows, stars, dogs and b) Birds d) Question marks fe Cycle g.	4.4
Q.3	Attempt the followinga) Write a short note on Packaging	- 19.	14
	b) Brand extension	8 ,8	
Q.4	.0,	A N	14
Q.4	Attempt any one of the following Explain in detail the new product de	evelonment process	14
	2 Total III dotal ilio ilon producto	OR S	
		eed, benefits and significance to consumers	8
2	and firms.	N. S.	0,
0.5 0.8 0.8 0.8	Case Study.	E Company	214
70.	Before Kinetic Honda 100 cc scoote	er was introduced in the Indian market, all	N.
17	the other scooters looked almost al	ike.Kinetic was a differentiated scooter, 🦽	5
E.	because of it's sleek looks, aerodyr	namic styling and it's manufacturers felt thes	se
.;o°	attributes were enough to outsell of	her scooters in the market like Bajaj, LML	
~	market.	pick up the envisaged volumes in the	
	In April 1986, the position was as fo	ollows.	
		cooters with 2.1 % of market share.	
		oters sold with 73% market share.	
	3) LML sold 109000 scooters with	market share of 21 %	
	Kinetic had launched their scooter v	with unique features: 🔊	
	Electronic start	Sh.	
	Automatic gear shift	85	
	3) Automatic choke	- P-7	
P	4) Built-in turning indicators	N. Carlotte and Ca	
No.	5) Wind tested streamlines design	14	

SLR-E
The market survey conducted by the marketers indicated that the reasons for

	SLR-BJ-39
The market survey conducted by the marketers indicated that the 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 to acceptant.	than Bajaj's 150
 Electronic was also looked at with suspicion as it was taken scooter. 	only as a ladies
a) Analyze the Case	05 02
c) Identifying Alternative Solutions	02 05
d) Giving the Best solution	D 02 M
4) Electronic was also looked at with suspicion as it was taken scooter. a) Analyze the Case b) Identify the Problem c) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Best solution By Analyze the Case b) Identifying Alternative Solutions d) Giving the Case b) Identifying Alternative Solutions d) Giving the Case b) Identif	The control of the co
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M.B.A (Semester-III) (Old) (CBCS) Examination April/May-2019

			INDIAN FINANC	9.7		NA.
			Tuesday, 07-05-2019 AM to 01:00 PM	80°.		Max. Marks: 70
		ons	s: 1) All questions are compulsory. 2) Figures to the right indicate ful	l mark	s. S	F.
Q.1	- 0		se the correct alternative: EBI was established in		N. S.	14
E)	16.		1992 1995	b) d)	1991	000
1 N N N N N N N N N N N N N N N N N N N	2)	a)	has the statutory powers to re arket. Register of issue SEBI		Merchant banks	an capital
	3)	,	facilitate the transfer of funds Goods market Commodity Market	9.3	aver to the borrowers Financial Market Foreign Exchange Ma	En
	4)	a)	oney market deals with instr Long Term Short Term	b)	ts. Medium Term All of the above	
À	5) (5)	a) c)	is he link between the depos Agent Beneficiary		Depository participar	nt
W. Broom	6)	for a) c)	is the process of converting sm. Dematerialization Transaction		ty in electronic form in Re materialization Intraday	to physical
	7)		DA was established in 1988 1999	b) d)	1990 1996	A CITY
	8)		erchant banker coordinating a public Registrar Post issue manager	b)	e is called as Lead manager None of these	K.
	9)	,	does not belong to the main p Endowment Term	b)	ts of life insurance. Personal accident in: Whole life	surance
2	10	,	is the market for already issue Primary Market Commodity Market		Secondary Market	
A. M. A.	11)		Bills in India are issued by RBI Public Companies	,	SEBI commercial bank	
			, Light ,	80 S.		Page 1

	.93	- 0	
	12)UTI was established in year	O.F.	
	a) 1954	b) 1964	
	c) 1963	d) 1648	ŝ
	13)SWP stands for	<u> </u>	ď
	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 2	
	a) Diversification	b) Transparency	
	c) Professional Management	d) All of the above	
0.0	Z. V/2	a, 7 iii 81 iii 6 dib 6 v 6	4
Q.2	Write short note on:	,\$°`	ı
	a) Functions of IRDA b) Order types in steek exchange	8	
	b) Order types in stock exchange	, Co	
Q.3	Write short note on:	. S. P	1
	a) NPA	Ng.	
Ć	b) Concept Of Core Banking	0,	
Q.4	\\	plain the structure & different types	ş
E	of Mutual funds schemes.	E S	h
-	OR	E PLANT	
	Explain the role of various agencies involved	in Primary market.	
Q.5	Case Study.	,9 ^T	1
	Parekh started his career in the late	F67	
	Securities (NH Securities), a reputed institu		
	came in contact with Harshad Mehta,	· ·	
	subsequently joined Mehta's firm GrowMore	¥	
	set up and which was involved in the 1992	33	
	one of the accused in some of the scam		
	Parekh was never convicted in them. Unli		
	remained low key, with a simple lifestyle thu	1/1/	
	ground" demeanor even when interviewed	oy journalists like Sucheta Dalai, as	
	she related in her 2003 article in rediff	21.	

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

04

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

	PURCHASING AND INVENT	6/2
	Date: Tuesday, 07-05-2019 0:30 AM to 01:00 PM	Max. Marks: 70
	tions: 1) Question No.1 is compulsory.	.B.F
	2) Attempt any two questions from 03) Attempt any two questions from 0	
Q.1 M	ultiple choice questions refers to a process of predicting	14 future demand for firm's goods and
~ 0.	services.	b) Demand estimation
N. C.	a) Demand forecastingc) Demand predicting	b) Demand estimationd) Demand analysis
2)	is a process of taking position in	n future market rather than physical
	market with an objective of reducing risk	
	a) Futures and optionsc) Hedging	b) Forward tradingd) Risk taking
3)	This is the process of established standa quality, quantity and values of material na) Codification	nay be compared and measured. b) Decentralization
	c) Standardization	d) None of the above
4)	Economic forecasting relates to macro-e forecast	N.
o ^{ll} es	a) Interest rate c) Economic rate	b) Inflation rated) Equity rate
5)	 is management of goods, supp organization and related aspect of purch 	lies and inventory needed for the ase.
B.	a) Inventory management c) Employee management	b) Purchase management d) Operations management
6)		al is kept which will be used as and
	when required. a) Locker	b) Garage
7\	c) Warehouse	d) Store
7)	stalked goods.	ecifies the shape and placement of
	a) Inventory management	b) Store management
0)	c) Material management	d) Stock management
8)	product internally or buying it externally.	choice between producing an
~ J/6	a) Outsourcing c) In – house solution	b) Make or buy decisiond) Purchase from outside supplier
(P. 19)	A place where all items and material is s	tored at a central place is called
	a) Decentralized Store c) Centralized Store	b) Virtual Store
	c) Centralized Store	d) Enterprise Store

		a bus	iness holds for the ultimate goal	ć
	of re-sale in business.		- G.	,0
	a) Stocks	,	Goods	30
	c) Inventory	d)	Products	¹ /Q ₂ ,
	11)The first step in purchase cycle is		<i>b</i> `	2,
	a) Analyzing order	b)	Receiving material requiremen	
	c) Processing purchase order	(⊘d)	Perceiving purchase requisition	1
	12)MRPII in organization stands for	7	J.	
	 a) Money Requirement Planning 		3	
	b) Material Requirement Planning		(%)	
	c) Manufacturing Resource Planning		i.i.	
	d) Money Resource Planning		,o~	
	13) is an effective tool for cost redu	uction	and improve value	
	effectiveness of work.	L	Malus and Win	.9
Ć	a) Cost analysis	,	Value analysis	.00
O.P.	c) Demand analysis	d)	Risk analysis	0,
E.	14)EOQ in inventory management stands			30
	a) Equal Order Quantity	b)	. 367	9,
	c) Equity Order Quantity	a)	Economic Order Quantity	
Q.2	Write short note on:		By By	14
	a) Quantitative and Qualitative methods o	t tore	casting	
	b) Forward buying	20	1	
Q.3	Write short note on:	SV.	2	14
	a) Production and Operations b) Management reports in inventory	,	, ₂ T	
	b) Management reports in inventory		, S. P.	
Q.4	Attempt the following	•	danaa of Otan Slavavito Alaa	14
	What is Stores Management? Explain the		77-0	
	mention. Materials Handling Equipment us OR	ea in	stores.	
0	What is Demand Forecasting? Explain obj	ective	es and quantitative and	:30
67	qualitative methods of forecasting.		O.F.	0,
8	Case Study.		E Comment	° 14
Gr.	Holding too much stock carries costs, so N	/IcDor	nald's runs a lean stock control	ŞV 1 4
-	to save money. Stock management is the			
	enough stock at all times to meet custome		\	
	expensive waste.	8,	48	
	Ongoing communication between the cent			
	and individual restaurants helps to manage			Э
	of specialist stock controllers and employe			_
	restaurants makes up the central team. The with around 80 restaurants each and community teach and community teach and community teach are secured.		9.1	•
	them via email/telephone. Anything that we		9 (.7	
	visiting their restaurant needs to be logged			
	account in the calculating of the forecasts.		851	
	Supply Planners work with the new stock of		ol system, Manugistics, to ensure	Э
(enough raw materials, e.g. beef, tomatoes			
8	distribution centres, such as Basingstoke.		10-10-10-10-10-10-10-10-10-10-10-10-10-1	Э
The same	the meals required for the level of demand			
5	A forecast is an estimate of future sales of	finisr	ned products. Forecasts are	
C.	calculated using.	7.0	2	
	2	S.55		
	Mr.	0,		Page 2 o
	,764 K	_		

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- 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 emand, e.g. road closures or local events and promotions

Supply Planners working for McDonald's include a range of causal factors in the O5 O7 The state of 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 'Buv 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 McFlurrys and salads. Can also be built into the model. The forecasts then become more accurate, decreasing costs and improving customer satisfaction.

 Analyze the ca Identify the Pro Identifying Alte Giving the Bes 	se. bblem. rnative Solution. t solution.	AR OF THE PERSON	0: 0: 0: 0:
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1). Analyze the ca 2) Identify the Pro 3) Identifying Alte 4) Giving the Bes	S. B. M.	No of the state of	Oods Republished Page
S.S. S.S. S.S. S.S. S.S. S.S. S.S. S.S	STIESTON OF	WH WAS SEE	MAN TO
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Seat No.		N. A. S.	Set P

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

		Human Resource N STRATEGIC HUMAN RESOL	76	78
		ate: Wednesday, 08-05-2019 :30 AM to 01:00 PM		Max. Marks: 70
Instru	ucti	ons: 1) All questions are compulsory. 2) All questions carry equal marks.		, o
Q.1	1) 3	Iltiple Choice Questions refers to the development of a compractices, programmes and policies to facility organisation's strategic objectives. a) Human Resource Development b) Strategic HRM	b) d)	Strategic Management None of these
	2)	When an organisation sets up branches ar expansion which increases its number of b differentiation a) Horizontal c) Vertical	usir b)	
	3)	The purpose of is to identify, develocupy higher level jobs as and when they a) Succession Planning c) Career Planning	fall b)	
ć	4)	KRA in terms of Performance Managemen a) Key Research Areac) Key Result Area	b)	rategies, stands for Key Resource Area Key Retention Area
A BROWN	5)	In, HR manager must implem the organisation and try to improve the sys a) Administrative Role b) Strategic Role c) Information and Decision Making Role d) Functional Role		the policies and procedures for of organisation.
	6)	Which of the following is/ are the modern to a) Job Rotation c) Job Enrichment	b)	niques of Job Design? Job Enlargement All of these
	7)	The training received to the expatriates, in environment in the foreign country is called a) Simulation training c) Management training	b)	er to adjust with the new work Cross-Cultural training None of these
N. A.	8)5	Which of the following is internal factor affer Human Resource Management? a) Political Factor c) Technological Factor	b)	g changing environment of Organizational Structure Social and cultural factor
K2	9)	The first step in the process of Human Res a) Demand Forecast c) Supply Forecast	All and a	ce Planning is Analysing Organizational Plans Modify the Plan

	10)Wł	hich of the following is an advantage of Ir	nter	nal Market segment of recruitment	·.o.
	a)	Politicization	,	Selection Failure	
	c)	Cultural adaptability	d)	Lack of choice	
	11)In	system of individual compens	atio	n, employees are paid on the	
		sis of the number of units manufactured			
	a)	Commission System		Merit pay system	
	c)	Skilled based system	d)	Piece rate system	
	12)Co	empany's production and operations polic	y is	one of the affecting	
		ıman Resource Planning.		T.	
	,	Internal Factor		External Factor	
	c)	Internal an well as External Factor	d)	None of these	
	13)WI	nich of the following skill is/ are essential	for	the selected candidate?	
	a)	Diagnostic Skills	b)	Administrative Skill	,
	(Sc)	Both of these	d)	None of these	2
	14)	is a form of equity compensation	oaic	I to employees to motivate	್ರ`
		nployees and create a sense of ownershi			
D.		Executive Compensation		Employee Stock Option Plan	
6,	c)	Bonus	d)	Gain Sharing	
Q.2		Short note on.		T B	14
	-	ble and Barriers to Strategic HRM		E. 00	
	b) Inc	dividual Pay System	N.	o, Ok	
Q.3		short notes	6.	Z.	14
		ternal Factor of changing environment at	fect	ting HRM	
	b) Ro	ole of Line and HR Manager in Selection		No.	
Q.4		pt any one of the followings		,0°	14
		hat are the strategic issues in training an	d de	evelopment? Explain in detail	
		mpetency mapping.	_	2	
		efine Human Resource Planning. Explain	in c	detail the process Human	Ź
	.500	esource Planning.		(Q)	2
Q.5	Case	Study.		8	ુ14
· ·	Jich∧ C	ity Rank Ltd. has been feeing problem	cro	Nating to deposit mobilization and	

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 3rd 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.

		9. B.	SLR-BJ-44
Seat No.	200		Set P

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

	International B INTERNATIONAL BUSINE	Total	B.F.
Day & Da	ate: Wednesday, 08-05-2019		Max. Marks: 70
	0:30 AM to 01:00 PM	N. W.	iviax. iviaiks. 70
Instructi	ions: 1) Question No. 1, Q. 2, Q.3 and Q. 5 2) Attempt any one question from Q. 4 3) All questions carry equal marks.		
Q.1 Mu	In 90's the global management perception a) Standardization v/s adaptation b) Globalization v/s localization c) Global integration v/s Local Responsive d) Local responsiveness	A S	14 NO. 1
2)	 Professional culture refers to	5.	
3)	Typically the last step in the internationaliz a) Licensingc) Wholly owned subsidiaries The world trade organization was formed in	b) Exportingd) Foreign Direct Investm	. 8-
(BF)	a) 1992 c) 1995	b) 1993 d) 1994	is it basis.
5)	business. a) Cultural Values c) Technology	ich redefines the boundaries b) Society d) Economy	of global
6)	The Theory of Absolute Cost Advantage is a) Adam smith c) Raymond Varnoon	given by b) D. Richardo d) Porter	
7)	 A Most Favored nation status doesn't nece a) Same and equal economic treatment b) Non-discriminatory treatment c) Same tariff rates applicable d) Uniform civil code 	essarily refer to	
.R. 8)°	Factor of Interdependence in Multi-domest a) Low	b) Moderate	
9)	c) HighWhich of the following does not belong to ta) IBRDc) MIGA	d) Very High the World Bank group? b) IDA d) IMF	
	-, ···· - ··	<i>∞,</i>	

	10)TRIP is one of the WTO agreements that de	eal with <u></u> .	0.
	a) Trade in agriculture	b) Trade in services	2/
	 c) Trade related investment measures 	d) None of these	
	11)In a countertrade the initial seller r	eceives compensation in products	
	that arise out of the original sale.	1/E	
	a) Consignment	b) Barter	
	c) Counter purchase	d) Buy-back agreement	
	12)India is an	20	
	a) Emerging economy	b) Developed economy	
	c) Less developed economy	d) None of these	
	13) The first phase of globalization started arou	nd 1870 and ended with	
	a) The World War I	b) The World War II	
	c) The Establishment of GATT	d) In 1913 when GDP was high	-
	14)General electric follows as its	international operational strategy.	2
	a) Global	b) International	Λ,
	c) Multi-domestic	d) Transnational	5"
Q.2	Write Short note on.	d) Transnational cks or stumbling blocks?	14
7.C.	a) Are regional trade agreements building block	cks or stumbling blocks?	
	b) Discuss the global strategy issue and ethics	i. <i>Z</i>	
Q.3	Write short notes	1 kg, 0,	14
	a) Discuss the special considerations involved	in managing a cross-cultural	
	workforce.	3	
	b) How relevant is the theory of comparative a	dvantage to modern trade patterns?	
Q.4	Attempt any one of the followings	8	14
	a) Discuss the role of technology and technology	gy transfer in the international	
	business environment.	,0.	
	b) What is international licensing? What are the	e advantages and disadvantages of	
	licensing?	, N	Ž
Q.5	Case Study.	''Q ₂ .	14

The inception of Caterpillar Inc. (Caterpillar) took place way back in the 1920s. Over the years, Caterpillar became a dominant player in the manufacture of earth moving equipment, and construction and mining equipment and a leading supplier of agricultural equipment. The company also manufactured diesel and natural gas engines, industrial gas turbines, logging machinery, electrical power-generation systems, etc. It was recognized as a technology leader in various areas like construction, transportation, mining, energy, logistics, and electric power generation. Caterpillar's headquarters is situated at Peoria, Illinois, U.S.A. Its products are manufactured in the US and other locations including Australia, Belgium, Brazil, Canada, China, England, France, Germany, Hungary, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, Nigeria, Northern Ireland, Poland, Russia and South Africa. It sells its equipment through a network of more than 200 dealers in about 3,200 locations across the globe.

In 1925, Holt Manufacturing Company, whose track-type tractors were used by allies in the World War I, and the C.L. Best Tractor Co. merged to form Caterpillar Tractor Co. Initially, the company manufactured only steam tractors. In 1931, it established a separate sales division in order to market diesel engines to other equipment manufacturing companies.

But by 1940, it had expanded its product line to include other products like motor graders, blade graders, elevating graders, teracers 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
- Discuss the reason for Caterpillar's having a competitive edge over its competitors

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		AR.	SLR-BJ-46
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M.B.A. (Semester - III) (Old) (CBCS) Examination April/May-2019 Marketing Management : Paper II

			SALES AND STRATEG	JIC	MARKETING
			Thursday, 09-05-2019 AM to 01:00 PM		Max. Marks: 70
Instru	ıcti		s: 1) All questions are compulsory. 2) All questions carry equal marks.		
Q.1	Mu 120	dtip	ole Choice Questions is the management of the sa	ıles	force 14
8	Sign Park	,	Sales planning Sales quota	b)	Sales forecasting Sales management
	2)	a) c)	are the major objectives the s Sales volume Growth	b)	s function is expected to achieve. Contribution to profits All of the above
	3)	,	is just one of the skills used Salesmanship Direct marketing	b)	ersonal selling. Personal selling None of these
	4)	a)	is a method of communication mmunicates on an individual basis wit Direct marketing Publicity	h a b)	
~	5) (5)	a) c)	can be called the father of mo Peterson John H Donaldson	b)	n sales management. Michael Wilson Richard Denny
Mr. O.	6)		are sales people who build ar nerate goodwill for it. Order takes Sales engineers		age of the organization and Missionaries Just deliverer
	7)	a)	e seller oriented theories are AIDAS theory Buyer formula theory	 b) d)	Right set of circumstances Both a and b
	8)	a) c)	means estimate of sales volui Sales quotas Sales territory	me. b) d)	Sales budget Sales forecasting
	9)	tim a) c)	0.	b) d)	- 97
8	10)		nich of the following approach is/are u Work load method	sed (b)	

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	NA N		SLR-BJ-46
	11)The ACMEE in sales training progra	mme stand for aims, content,	methods,
	a) Excuse c) Evaluation	b) Excitementd) Exercise	
	12) strategies are focusing or	n a limited sector of the total m	narket.
	a) Market niche strategyc) Build strategy	b) The hold strategyd) Growth strategy	A. S.
	13)Porter's genetic strategy includes _a) Cost leadershipc) Focus	b) Differentiation d) All of the above	A S
	14) refers to the use of the achieve marketing goals and object	Internet and related technologies.	gies to
	a) Green Marketing c) Virtual Marketing	b) Ambush Marketing d) Affiliate Marketing	K.
Q.2	Write Short notes. a) Salesmanship	. S.	14 ⁵⁵
	b) Need for sales organization	N. S.	gies to 14 ⁵⁰ Reference 14 14 14
F. Q.3	Attempt the following:a) Explain the methods of forecasting.		6 14
න් ^{ශ්} Q.4	b) Explain various steps in personal seAttempt any one of the followings.	eiling.	14
,	 a) Explain the recent trends in marketi and green marketing in detail. 	40°	irketing
	 Explain the sales training of product and market knowledge which is req 		· b-)
Q.5	Case Study. Desai was working with a multination	nal company as salesman :	and has a could meet ion skill left ut on new
	presentable personality. But his conve	rsation lacked finesse. Desai	could meet ion skill left
S.F.	a lot to be desired. Desai became assignment. He treated his subord	more abrasive after being p	ut on new of open to
AN WASS.	discussion and wanted his way. He wathem hostile to the company and its	is not polite to the customers.	This made
S. S	authority for the benefit of the organis Desai. Desai found another job as a	ation. Ultimately, the compan	y got rid of
Sissi	1990c9'-	his previous assignment.	
	a) Was it possible to correct Desai?b) What precautions are to be taken w	hile offering promotions to sale	espeople?
	b) What precautions are to be taken w	St. St.	
	"OFF"		
B.		Maria Caracteria Carac	
14 E.	By The	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
*	BOOK OF SERVING OF SER	hile offering promotions to sale	
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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

Max. Marks: 70

Time: 10:30 AM to 01:00 PM

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 outcompany 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.

- a) Analyse the case
- b) Identify the Problem
- c) Identify the alternatives
- d) Best Solution

Q.2 Write Short Notes (Any two)

14

- a) Promotion and transfer
- **b)** Need for training
- c) Phases of expatriate training

Q.3 Write Short Notes (Any two)

14

- a) EPSS
- b) Competency based training
- c) Managerial Grid

Q.4 Write Short Notes (Any two)

14

- a) CCT need analysis
- **b)** Career anchors
- c) Kirtpatrick approach
- Q.5 Define Management Development. State the various techniques to Management development.

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

Max. Marks: 70

Time: 10:30 AM to 01:00 PM

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 14 documents.

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SLR-BJSystem Management : Paper II

		System Managemer ERP AND S	3 763	
		ate: Saturday, 11-05-2019 0:30 AM to 01:00 PM	Max. Marks: 70	0
Instru	ıcti	ions: Question no.1 is compulsory and car	ries equal marks.	
Q.1	Se	elect the right option for each of the follo	owing from the choices given 14	4
A A A		Employee turnover during the phase implementation. a) Transition c) Initial		S
C.	,	a) Online Transaction Processing	b) On Line Transfer Protocol d) None of the above	
	3)	EW.	e characteristic features of b) Knowledge d) Information	
	4)	 is a mechanism to ensure and monend customer. a) Customer Relationship Management b) Supply Chain Management c) Data Flow Diagram d) Entity Relationship diagram 	itor flow of Material & Services to	
No. of the State o	5)	product and affects the nature of jobs in a a) Network	mputing to deliver an enterprise Il functional areas of the enterprise. b) Client Server d) Database	S.S.
	6)	(6)	ng the phase. b) MRP II l) Implementation	
	7)	makes changes in future business enviror a) ERP Vendors	nd changes in IT very quickly that nments possible. b) Amateur developers d) Programmers	
	8)		g, transmitting, translating and b) Software Development d) Information Technology	
A.P.	9)		vailable to the entire organization. b) Startup d) Initiation	

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	i.o. Kar	SLI	R-BJ-52
	10) is the concept of integrated mana- viewpoint of effective use of manageme efficiency of the enterprise.		25.00
	a) ERP c) SCM	b) MRP d) BPR	N. N
	11) tools automate many of the reper procedures. a) MIS	b) ERP	2
	c) Computing12) is the radical Change in Business	d) Reporting	
	a) Decision Treesb) Business Process Reengineeringc) Graphical user Interface	John P.	still
6	d) SDLC 13)The process of separating operational of	lata from non-operational data	still 2009
- C.	making it effectively accessible for Busing a) Database Management c) Data Extraction		- Ingraph
	14) is the predecessor of ERP. a) MRP c) MIS	b) SCM d) BPR	A. C.
Q.2	Write short notes on the followinga) Customer Relationship Managementb) Entity Relationship Diagrams		14
Q.3	Answer the followinga) Describe the general guidelines for structionb) What is implementation team training and		14 &
Q.4	Answer any ONE of the following a) What is ERP? What are the various pha	asse of EPD implementation life	148
E. S.	cycle?b) Discuss the concept of Business Processbetween BPR, IT and ERP?	E ^N	~ K2
Q.5	Read the following case carefully and ar		1
	Non-Production Procurement (NPP), at XN of supplies other than supplies used in		
	machines. Thus, all office supplies, from pencils and stationary come under the cate		
	In early 1994, XYZ was spending about \$4 realized that there design of this process	1.3 billion dollars a year on NF	PP.XYZ
	save money. A business process redesign team was	0	-
	supervisors and clerical personnel from the NPP. The redesign team members involve	he various organizations invo	Ived in
	procurement had been spread throughout and groups. Moreover, different groups	t the various corporate depar	rtments
1/2 Mars	expensive items like desks, or complex groups handled more routine items like par established to handle exceptions and rush	items, like computers, while per and pencils. Specialists ha	e other
		10 A	
	2		Page 2 of 3

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 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 it's 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 on 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 subprocess 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 $\Gamma\theta^{\Lambda}$ the processes prevailing in XYZ.

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EN	M.B.A. (Semester - IV) (New) (CBC	
	& Date: Monday, 13-05-2019 e: 10:30 AM to 01:00 PM	Max. Marks: 70
Instr	ructions: 1) All questions are compulsory. 2) All questions carry equal marks	s.
Q.1	Select the correct alternatives:-	14
	 Entrepreneur is an who recogni these in marketable ideas. Achiever Catalyst 	b) Innovator d) Economist
A. A	2) A common fatal mistake for any failed funds.a) Insufficientc) Moderate	business is having operating b) Ample d) Much
Si.	3) Entrepreneur is the one who takes the a) Risk c) Money	e of starting new organization. b) Share d) Help
	4)society is the barrier to women'sa) Supportivec) Big	b) Modern d) Male Dominated
,	5) According to Schumpeter an entreprera) Leaderc) Decision maker	b) Communicatord) An Innovator
N. A.	 6) refers to employee initiative in content new without being asked to do so. a) Intrapreneurship c) Leadership 	organization to undertake something b) Entrepreneurship d) Team
N. D. S.	7) Entrepreneurs provide large scalea) Economyc) Employment	which is needed presently. b) Export d) Knowledge
	8) Main objective of Export oriented units a) Economy c) Employment	s is to increase b) Export d) Knowledge
	 9) NEDB means a) New Economy Development Board b) New Education Department Board c) New Entrepreneurship Development d) National Entrepreneurship Development 	ent Bank oment Board
NH SEE	10)Knight identified entrepreneurs as recipal pure profit c) Capital	ipient of b) Uncertainty d) Award
	NA CONTRACTOR OF THE PARTY OF T	Page 1

	11)An entrepreneur has for growth a	and development.	
	a) Time	b) Vision	,0
	c) Task	d) Money	0
	creates value for organization. a) Corporate Entrepreneur	organization to generate ideas that b) Industrialist d) Investor htrepreneurial failure. b) Poor Management	3
	c) Financer	d) Investor	
	13) is the number one reason for each a) Historyc) Vision	ntrepreneurial failure. b) Poor Management d) Decision	
	14) is the skill that entrepreneurs ca	an not lack.	
	a) Risk	b) Motivating others	
	c) Education	d) Facility	
Q.2	Write a short note on.	Š	14
	a) Role of Innovation in Entrepreneurship.	7,3,	1.0
O.B.	b) Social Entrepreneurship	SF.	0
Q.3	Write a short note on S	LIN BER SOST	14
-	a) Entrepreneurship Development Cycle	JE	
	b) Role of EDII	4	
Q.4	a) Explain various challenges faced by wo reasons for slow progress of women en		14
	ORb) Discuss role of Government in promoting	ng entrepreneurship. What special	
	efforts Government is making for Expor		
Q.5	Case Study:-	, N	14
٠.٠	Biocon India, the number one biotech comp	pany in Asia in terms of revenues and	. 7
	market capitalization was founded in the		

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 16th 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.

SLR-BJThough she possessed the required technical qualifications, her chosen

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. Equired technical qualifications, her chosen some pietely male-dominated one. After staying for two years as a some utant 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 and (IPO) of 10 million equity shares of Rs 5 face value and 315. With this, Biocon became the first The IPO was oversuled in Rich and In Rich and IPO was oversuled in Rich and in Biocon.

in	Biocon.	by 55 times, maicatin	g the confidence of	IIVOSIOIS
	Biocon. a) Discuss struggle made b) What are the factors of	e by Kiran while becom	ning entrepreneur.	0; 0;
	c) What made her succe	ssful?		0.
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R. S.	What are the factors of What made her succe	E. P.		200
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	Biocon. a) Discuss struggle made b) What are the factors of c) What made her succe	SHAM TO SO		Page 3
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M.B.A (Semester - IV) (New) (CBCS) Examination April/May-2019 QUALITY MANAGEMENT				
		ate: Tuesday, 14-05-2019 :30 AM To 01:00 PM		Max. Marks: 70
Instr	ucti	i ons: 1) All questions are Compuls 2) All questions carry equal n	176	S. A.
Q.1		The is the national stand a) Bureau of Indian Standards (Bb) Bureau of International Standards (Bb) Board of Indian Standards (Bb) Board of International standards	ards (BIS) S)	oresented on ISO.
T. C.	2)	 The Assessment criteria in Austra a) Leadership b) Customer Focus c) Leadership as well as Customed d) Neither Leadership nor Customer 	er Focus	oclude
	3)	is the application of Statisti already produced or to control the a) Statistical Process Control c) Statistical Quality Control		ing carried out. Control
,	4) _{Al} osivi	is the second phase of the gap between the firm's current benchmarked and identify the cau a) Planning c) Action	t performance and tha	at of the firm(s) s.
	5)	Among the key players for the impone who have multiple responsibil projects. a) Green Belts c) Master Black Belts		e on the selected
	6)	The Deming wheel or Deming cyca) DMAIC cycle c) Both of these	ele is also known as _ b) PDCA cyc d) None of th	
	7)	is a philosophy that is continual effort to improve quality a) Total Productivity management b) Total Productivity maintenance c) Total Quality Maintenance d) Total Quality Management	t	9.
A STATE OF THE PARTY OF THE PAR	8)	is the quality that excellent favorable attention of the custome a) Indifferent quality c) One-Dimensional quality		quality

	9) outlined 14 steps for quality improvement and promoted the concept of 'zero defects' and authored the book 'Quality is free' a) Dr. W. Edwards Deming b) Dr. Joseph Juran c) Philip Crosby d) Vilfredo Pareto	200
	a) Dr. W. Edwards Deming b) Dr. Joseph Juran c) Philip Crosby d) Vilfredo Pareto 10)Six Sigma means there are defects per million events. a) 3.4 b) 4.3 c) 6.4 d) 4.4	
	11) is an action to identify and eliminate all unnecessary items from your workplace. a) Seiri	
WAR STANKE	12) are the costs which an organization cannot avoid encountering during the normal performance of its business a) Cost of Conformance b) Cost of Non-conformance c) Basic Operational cost d) Prevention, Appraisal and Failure cost	17.5
	 13) was established by the US Congress in 1987 to promote better quality management practices and improved quality results by the American Industries. a) Malcolm Baldrige National Quality Award b) Australian Quality Award c) European Quality Awards d) Deming's Prize Award 	
	14) primarily involves the recording of any Non-conformity and summaries the audit findings for the purpose of management review. a) Audit Planning b) Audit performance c) Audit Reporting d) Audit Follow-up	
Q.2	Write Short Notes on a) Key elements of Total Quality Management b) Malcolm Baldrige National Quality Award	14,
Q.3	 Answer the following questions a) Explain the concept of Cost of Quality. State major categories of Cost of Quality. b) Comment on the Quality Audit concept. Explain in detail Audit planning and 	14
Q.4	Audit performing. Attempt any one of the followings a) What is 5-S concept? Explain the process of implementing 5-S and its benefits. OR	14
	b) Comment briefly on the contribution made by Dr. Joseph Juran towards Quality Management.	14
Q.5	Case Study: Immediately following World War II, the quality of products produced by Japanese companies was not good enough to compete in the international market place. The only advantage Japanese companies had been price. Japanese goods were cheaper than that of Western manufacturers. The	14
5	manufacturing companies in US considered the Japanese threat as being rooted in cost rather than 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

		INT		ETING COMMU	INICATIONS (Paper – III)	
-			Wednesday, 15-05-20 AM to 01:00 PM)19 ₍₄ 12	Max. Mar	ks: 70
		ons	3: 1) All questions are (2) All questions carr	\$59e-1	09:53K	
Q.1	- 0	Αn	ole choice questions. nway, Tupperware are Direct Selling		 Person to person Selling	14
END Y	2)	Ád	Indirect Selling vertising exposed throi Outdoor Adv Commercial Adv	ugh commercial tra	Transit Adv	300,000
	3)		y writing is a form of _ Areal Advertising Digital Advertising		Mobile Advertising Support Media Advertising	
	4)	a)	GMAR stands for Demonstrative Distinctive	<i>(</i> 6) b)	for measured advertising results Desired Defining	3 .
,	5) (5)	mi	in voles the process for effective commun Ingredients Elements	ication.	Tools	onal
	6)	a) c)	are consumer orie Coupons Contests		Trade shows	
•	7)	tria a)	ll is known as <u>S</u> Tasting	b	product for no change to induce Packaging	P.
	8)	by	Sampling is a promotion acchance. Sweep- stakes Loyalty programmers	tivity or game whe	All the above re winners are determined purely Price –offs Games	/
	9)	print,	refers to the gene it appears in broadcast Public Relations Publicity	t or print media. b)	out a person' product or service Advertisement Public opinion	
ends.	10	a)	IMC element which is Public opinion Public relations	b)	or determine public attitude is Public interest Public acceptance	·

	A. V.	, ti ^{do}	SLR-BJ-55
	11) advertising deals with crating pa) Corporate	ositive image for the fir	m.
	c) Institutional	d) Commodity	20
	12)Lapse in standards or judgement a) Normal	leads to damaging cor b) Moral	npany reparation.
	c) Ethical	d) Unique	E.
	13) Advertising is the ability to general in unique advertising.	ate fresh ideas that sho	w difference
	a) Attractiveness	b) Objectivity	The state of the s
	c) Creativity	d) Innovation	atannaara in
	14) Campaign is interrelated activities on a s different media across a specified		arappears in
	a) Time period c) Media	b) Boundaryd) Geographical area	
Q.2	Write Short Notes.	u) Geographical area	14.5
4	a) Adverting appeal	E.	2001
Q.3	b) Personal selling Write Short Notes.	E.	√ ² 14
5	a) IMC planning process	The same of the sa	
Q.4	b) Advertising appropriation and Budgetinga) Define Integrated Marketing Communica		sales 3 14
Δ	promotion as a tool / element of IMC.	Allo Lapidini in Brior,	odios in 11
	OR b) What is advertising? Brief on classification	on and types of adverti	sing?
Q.5	Case Study.	ć.	14
	In March 2014, a food inspector at the Uttar and Drug Administration spotted the label	- \ \ 1	
	claimed "no added MSG (monosodium glu	utamate)" during one	of his routine
i	raids on retail outlets. The sample was laboratory at Gorakhpur for testing. The res		
6,7	was positive - that particular sample of Mag of Maggi noodles were then sent to the Ce		
	June 2014	ential 1 000 Laboratory	III Noikata III
	Since the Maggi ban in 2015, NIL had revar customer trust and increase sales. It had		
	social media stating how consumers had	A 1	
	minute' noodles	orow stoodily in India	From EEO/ in
	Following its re-entry, Maggi's market share June 2016, it rose to 60% by the end of 201		
	of US\$1.4 billion in 2016, up almost 13% of and increased marketing spending led to		
	experts.	o subuucu growin iii	promo, sala
	Though Maggi had recovered a lot of ground August 2017, it was still down from the 77%		
	market, which had been rocked by a ban or	n market leader Maggi,	had seen the
,	entry of new players and the expansion in then.	n the market share of	others since
OR)	a) Analyze the Case	E CONTRACTOR OF THE PROPERTY O	05
Far.	b) Identify the Problemc) Identifying Alternative Solutions	The same of the sa	02 05
PO."	d) Give the Best solution	" DEL	05 02

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

PR	O.	JEC	Financial Managemei T PLANNING AND MANAGEM			SERVICES	
Day 8	k Da	ate:	Thursday, 16-05-2019 AM to 01:00 PM	0,		Max. Marks: 7	
			2) All questions are compulsory. 2) All questions carry equal marks.		0,	R. S.	
Q.1	M u	Ç.	le Choice Questions is the act of placing restrictions o	n th	ne amount of new inve	stments or	14
2	(5)	a)	jects undertaken by a company. Capital rationing Net present Value		Capital Budgeting None of the above		00
A AN	2)	in I a)	oblems relating to Management is the ndia. Internal Both a & b	b)	cause of Industrial External None of the above	Sickness)
	3)	a) b) c)	e project is accepted of If the profitability index is equal to one The funds are unlimited If the profitability index is greater than Both (b) and (c)	3	e Se	N. S.	
	4)	a)	e beneficiaries of Micro Finance busing Land Less Labour Hawkers	b)	are Marginal Farmers All the above		
All	5)	pad a) b) c)	th limited finance and a number of projectage of projects which has The maximum net present value Internal rate of return is greater than of Profitability index is greater than unity Any of the above	ost	. Br	elect that	8
	6)	a) c)	is a pictorial representation in ly Sensitivity Analysis Simulation Analysis	b)	tree form. Decision Tree Analys Probability Analysis	is Mar	
	7)	a) c)	regulates the housing finances of Reserve Bank of India SEBI		npanies in India? National Housing Bar Government of India	nk	
	8)	c)	is the first step of Project Planni Market and Demand Analysis Technical Analysis	_	Idea Generation Financial Analysis		
BA	9)	a) b) c)	is an example of a capital investigation. Replacement of worn out equipment Expansion of production facilities Development of employee training production.		and R		
7 C.		,	All of the above are examples of capit	_			

			20		2	
		Ž	2		65/20	SLR-BJ-56
	10)Financial servi	ces through the	e network of	elements s	uch as	Serve
	the needs of in					
	a) Financial in			b) Financi		.0
	c) Financial in	6.76		d) All of th		,0°
	11)Functions of fir	nancial service	s exclude	2		65
	a) Mobilization		<u> </u>	b) Allocati	on of fund	,S
	c) Specialized			d) Collecti		60
	0.5	apex financial		0		S)
	a) RBI	apox illianola.	(A)	b) SBI		76
	c) NHB		65).		f The Above	17.
	13)One of the deli	very channel fo	or Micro Fina	*		P.
	a) Soar Help (b) Sake He	elp Group	ķ.
	c) Self Help G			d) Self Hop		,
	14)Microfinance c		***		1	ancial
	system through		o the acvelo	princin or th	c overall line	ariolai
	a) Integration		rkets		Sep.	.7.
2	b) Dispersion				2	8
D.	c) Segmentat			4	Ø.	200
E.	d) Severance			76		, 1º
Q.2	Answer the follow	, S.V		1		2 ³⁰ 14
E.	a) A new machine		o generate t	he following	set of incre	20
<i>‰</i> `	CFAT during it				, 001 01 111010	O.F.
8.	\$	Year	CFAT (R			E.
b	76,	1	20,00,00			.X
	The state of the s	2	24,00,00		_	E.
	627	3	30,00,00		70.	7
	, [©]	4	16,00,00		0,4	
	8.	5	10,00,00		.00	
	The rate of infl	ation during the			be 8% and t	he project
	Cost of capital					
	purchased if it				6,	
	b) Market and De	mand analysis		4-		,si,Y
Q.3	Attempt the follo	wina 🔗 🖰		29		≥14
E.	a) Self Help Grou					₽,
15	b) National Housi		s functions	4.		(S)
Q.3	Attempt any one	20		E.		. 14
,0°	a) Define Financi			ail significan	ce of financ	~
62,	and features o			an organical		iai comicos
	L. S.		OR			4
	b) What is sick ur	nit? Explain in d	detail the ca	uses, symp	toms and re	vival of sick
	units.	·	'%,	. , ,	96	
Q.5	Case Study.				0.10	14
Q. 3	Disha Company h	as the followin	n estimates	of cash infl	ows with diff	
	investment propos					
	picture of the proje					
	investment of the					
	inflows at 10% dis					
~	investment.	8.		S. S	r *r	
(B)		20		76,		
76.		ZV		T.		
7	Á	lo,		EZ,		
	1,4	,		"O,		

	,	No.		September 1
	Year 1	Probability	Year 2	Probability
	12,500	0.4	6,000	0.2
CFAT			8,000	0.6
			11,000	0.2
			10,000	0.2
CFAT	15,000	0.6	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

		INDUSTRIAL LING	Park	LLINING	or.
		ate: Thursday, 16-05-2019 :30 AM to 01:00 PM	0		Max. Marks: 70
Instru	ucti	ons: 1) All questions are compulsory.2) All questions carry equal marks.		Š	R. S.
Q.1		Iltiple Choice Questions Material Requirements does not include a) Material Price c) Inventory	,	Bill of Material Production schedule	14
N. S.	2)	Breakeven point is least affected by a) Selling Price c) Volume of production		 Fixed price Product mix	150
	3)	Productivity increases when a) Input increases while output remain to the control of the	the n the	same e same	HA BE
	4)	The fundamental rethinking and radical ris a) Re-engineering c) Kaizen	b)	sign of entire busines Total Reality Manage Six sigma	-
184) In.	5)	Ergonomics is a body of knowledge conda) Human Abilities b) Design tools and machine system ence) Fitting the job or task to the person d) All of the above		. 6/0"	20,00
2		Which of the following is considered as ca) A stretching programmec) Pre- work screening process	b) d)	Chair with greater ad Case of wrist Braces	ljustability
	7)	A cool-drink bottle is being weighed as it a) Operation cum Inspection c) Both a and b	b)	lled is an example of Operation cum Trans None of the above	
	8)	On process charts, symbol used for inspea) a) Circle c) Arrow	b)	on is Square Triangle	
	9)	The following factors must be considered study a) Economic considerations		ile selecting work for Technical considerat	
	60.	c) Human relations	,	All the above	10113
ENGR.	10))Work study is also recognized as a) Time study c) Both a & b		 Motion study None of the above	

	-50		69	
	11)A systematic job improvemen	it sequence wil	consists of	
	a) Motion study	,	Time study	
	c) Job enrichment	d)	All the above	,0
	12)A device used for lifting or lev	ering objects s	uspended from a hook with	30
	chains or cables is called	•	2	100
	a) Portable elevator		Crane	′o,
	c) Hoist	(d)	Chain conveyer	2
	13)The type of organization struc	cture preferred	by steel industry is	
	a) Line organization	. P	os principal de la company no de la comp	
	b) Functional & staff organiza	ation 🧬	2	
	c) Line & staff organization	70.	ST.	
	d) Line, staff and functional of	01 ³	,O,	
	14) Which one of the following ch	N.7	taneously information about	
	progress of work and machin	· · · · · · · · · · · · · · · · · · ·		
	a) Process chart	b)	.0"	
	c) Machine load chart	d)	Page 1	25
Q.2	Write Short Notes		E.	14
20,	a) Principles of Motion economy	1	X	~0 ²
-	b) Factors affecting productivity		A CONTRACTOR	SV
Q.3	Write Short Notes		OS ANN MEDER	14
	a) Need for work study		P. S.	
	b) Nature of Ergonomics	2,	S. 18	
Q.4	a) What is method study? Expla	in flow process	chart and man-machine chart	in 14
	method study.	%)	T'	
		OR	, Z	
	b) What is ergonomics? Explain	nature and fac	ctors affecting ergonomics.	
Q.5	Case Study.	S.	2	14
	Productivity improvement measu			
	(1) redesign of operations, (2) a			
	production, and (4) application			
- 1	effective in specific situations. Factorial appropriate new technology			
ENDE?	diversification of customer dema			
E.	products can be made in volum			
	Consequently, when it comes t			
	companies, the approach that is			
	work process itself. Improvement			
	operations and application of aut	tomation and/o	r mechanization. The techniqu	es
	for accurately evaluating the	actual situatio	n of a manufacturing proces	SS,

identifying the potential for increased productivity, and identifying the approaches for making improvements fall within the scope of industrial engineering. Through continuous development and refinement, IE technology for many years has been applied to solve a variety of problems, and the technology is still effective. However, in today's world, not only because manufacturing processes have become more complicated but also due to more varied product mixes and greater diversification of customer requirements, the actual IE techniques must be adapted to each situation as they are applied. Industrial engineering techniques can be used for two main purposes: (1) to discover problem areas in the manufacturing process being studied, and (2) to

solve those problems in a practical and concrete way. In this chapter, the use of IE techniques in the audit stage of a productivity improvement project will be introduced as well as an actual case study of the application of IE techniques to achieve productivity improvements. The situation at company, a bathtub

SLR-BJ-57

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	177	05
2)	Identify the Problem	EZZ	02
3)	Identifying Alternative Solutions	65	05
4)	Give the Best solution	′o.	02

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Set I

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

			INDUSTRIAL R	ELATIONS A	NE	LABOUR LAWS	6
			Friday, 17-05-2019 AM to 01:00 PM	5,2	0		Max. Marks: 70
Instru	ucti	ons	s: 1) All questions are (2) All questions carr			,	N. N
Q.1	Se 1)	(a)	t the correct alternation is where employed Bonus Provident fund	250	b)	ntribute equally. Salaries Gratuity	14
NOF ?	2)	Th a)	e Payment of Wages A 28 th March 1937 28 th March 1936		ce b)	. (6)	0,00
	3)	a)	llowing are the benefit Accident benefit Medical benefit	under The ESIC	b)	et 1948 Sickness benefit All of these	E 11061 P
	4)	a) b) c)	orkers get compensation Workmen's compensation ESIC Act 1948 Factories Act 1948 The Maternity Benefit	ation Act 1923	sed	be accident in	
	5)	200	ovident fund is given as Personal Benefit Service benefit	sbenefi	b)	Retirement Good conduct benef	fit
Note of	6)	a)	is paid as post renployees. Provident fund Pension	tirement benefit	wit b) d)	hout any contribution Gratuity Compensation	from the
-	7)	a)	e workman's compens Wage legislation Social security legisla		b)	legislation. Factory legislation Compensation legis	lation
	8)		e Maternity Benefit Act 1951 1971	came into exist	enc b) d)	ce in the year 1961 1981	N. N.
	9)		e employees Deposit L 1976 1977	inked Insurance		heme started in 1975 1978	·
	10)) Tł a) c)	ne Factories Act 1948 o 1 st August 1948 1 st April 1949	came into force	on _ b) d)	1 st April 1948 1 st August 1949	
MAR.	11)	a) b)	ne object of factories and To give compensation To give wages to the To give provident fund	to the workers workers	"۔ء.	H. M.	

	12) Certifying officer means appointed by appropriate government to perform all functions in industrial employment standing order Act 1946. a) Factory inspector b) Welfare officer c) Labour commissioner d) Police inspector	2000
	13) The industrial employment standing order deals with a) Conditions of welfare b) Conditions of employment c) Conditions of work d) Conditions of safety	
	14) The trade unions act 1926 came into operation from a) 1 st April 1926 b) 1 st June 1926 c) 1 st April 1927 d) 1 st June 1927 Write short notes on	
Q.2	Write short notes on a) The payment of gratuity Act 1972 b) Methods of providing social security	14
Q.3	Write short notes ona) The Maternity Benefit Act 1961b) Provisions under Payment of Wages Act	14
Q.4	Define Trade Union. Explain its objectives and rights of registered trade Union. OR Define industrial accidents. Explain its causes and effects. Write a brief note on responsibilities of safety officer.	ĭ4
Q.5	Case study Jaylaxmi Steel (Pvt.) Ltd. founded 15 years before by Mr. Arora was having	14

Jaylaxmi Steel (Pvt.) Ltd. founded 15 years before by Mr. Arora was having booming time. At that time, Mr. Arora, worked both in the office and in the factory and knew his men and they knew him. Production standard were always maintained and labour turnover was practically non-existing. As the business mushroomed, the number of employees has progressively increased. Thus, Mr. Arora's greetings and conversation with his workers became less frequent. In fact, he had so many things to do, that he could no longer supervise the factory. Thus, he hired another man, Mr. Sharma as a plant supervisor. As this time though the number of workers increased to about 500, labour turnover and absenteeism increased along with the labour cases. The only thing that decreased was productivity. In order to meet the situations, Mr. Arora granted substantial increase in wages which were already high and made some arrangements for increment earnings based on merit rating on seniority.

Yet labour turnover and absenteeism continue at a high rate. On investigation, it was found that the new plant supervisor lacked the patience and understanding which is necessary for dealing with the employees. When something was found wrong, he was scolding the employees but no attempt was made to find the case of faulty work. Meanwhile, labour unrest developed. The Worker began to complain about working on Saturdays and not having either time or facilities change from work clothes to original dresses after work, about toilet facilities etc. Some of the claims were' not found sufficiently justified or easy to meet. Mr. Arora offered to workers as compensation, a new rise in wages with more liberty in allowing vacation time all of which the company could well afford.

- a) Were the steps taken by Mr. Arora right?
- b) What do you think he should have done in order to improve the situation?

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Set F

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

		AGRICUL1	TURAL PRODUCT	ĪØ	N MANAGEMENT	6
-		ate: Friday, 17-05-20)19	0	N	lax. Marks: 70
Time:	10	30 AM to 01:00 PM	. S.			A.
Instru	ıcti	ons: 1) All questions 2) All questions	s are compulsory. s carry equal marks.		, N	
Q.1	Se	lect the correct alte	ernative 🔊		, ^{3,2}	14
	1)	Ph.			anagement strategies ar	
	.0				roductive and profitable	}.
	43,	a) Farm managem		,	Farm productivity	
	· ·	c) Farm production	⟨∩ [∨]	,	Farming	
20.	2)			ch:	each member-farmer re	mains
E.		the owner of his lan a) Corporate farming		h)	Capital farming	.%
		c) Cooperative farm		,	None of these	. (S)
	2)	V/A	_	,	42	of arono
	3)	and livestock.	ie value of the inputs	INV	olved in the production	or crops
		a) Farm Economic	S	જી	Farm Technology	E.
		c) Cost of production		d)	none of these	
	4)	2	.\$V	,	emain steady as produc	tion
	٠,	changes.	io iaiiii ao a wiiolo aii	u 10	Main otoday do progad	
		a) Variable cost	67	b)	Opportunity Cost	
		c) both a & b	S. C.	d)	Fixed costs 🔊	
	5)	means the	e amount farmers are	pre	pared to sell.	
	Q.,	a) Supply	2/	b)	Demand	
~		c) Market price	V. P.	d)	None of these	Š
DE.	6)		decisions depend on			,00
E _D ,		a) Economic factor	S	p)		. V
		c) both a & b	\$.	d)	None of these	100
	7)	Depreciation =		.0	P 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	100
		a) Purchase price -c) Purchase price -			Purchase price * Life of Purchase price + Life of Purchase price + Life of Purchase price + Life of Purchase price * Life	
	0)	0.5	.0.	au)	ruicilase pilice + Lile (Maeiii
	8)	a) Greenhouses	led glasshouse.	h)	Farm houses	h.
		c) both a & b	V/02.	,	Farm technology	
	9)	452	ment decision include	,	- 65V	
	Ο,	a) Factor-factor de			Factor-products decision	on
		c) Product-product	- 20	,	All of the above	
	10	refers gene	ral analysis of accour	nts.	25/1	
	8	a) Farm records	P. P.		Farm inventory	
ŕ	1/2	c) Farm accounting	3 .6 ⁰ /	d)	Farm budgeting	
P	11)	is the deter	mination, acquisition a	and	arrangement of all facil	ities
Eller.		700	production of produc		, L	
-		a) Production plans	•		Production control	
		c) Production measure	surement	d)	Production diversificati	on

is series of activities - the production process that result in a product that will ultimately be sold at retail. a) Agricultural production b) Agricultural marketing c) Agricultural farming d) None of these. refers to pooling of farming resources such as fertilisers, pesticides farming equipment's such as tractors. a) Co-operative farming b) Corporate farming c) Capital farming d) None of these is a measure of output of the industrial sector of the economy. a) Agricultural production b) Industrial production c) Both a & b d) None of these Write short notes on **Q.2** a) Irrigation management **b)** Farm records Q.3 Write short notes on a) Scope of modern agriculture **b)** Farm Inventory Explain Demand for agricultural products and agricultural production and productivity trends in India. **OR** Explain in detail land tenure system and agricultural production management. Case study 14 Agriculture is the major sector of the economy and would stay important for quite some time. The higher growth rate for the agriculture sector is very important for a fast overall improvement of the economy, constancy, employment generation, and decrease in rural poverty. ABC consultant is a reputed firm conducted a survey in which farmer given different causes of low agricultural yield. Low education rate, unawareness about farming techniques, limited water resources, uncertain whether condition, poor Government policies, natural disaster, lack of capital and poor farming condition is responsible for the low output. People views that mostly this sector is operate by feudal lords. And they have monopoly over this sector, they make such policies that are efficient for them but not for the economy. Due to this problem our productivity is low. Natural disaster and climate change are such problems that cannot be solved. Draught, uncertain whether form and natural tragedies like flood, storms etc. disturb productivity. There problems are unexpected so we cannot find the solution of such problems. The associations between land tenure, agricultural investment and manufacture have been deeply studied in many surveys as a basis for the development of superior land strategy in support of food security. The land tenure problems that influence food security include demonstration of unequal distribution of land, sub-optimal operation of land and insecure tenure. Land tenure system should be made efficient this will result in good productivity. Education department that engaged in the agricultural sector said that low education rate and unawareness about farming techniques is responsible for low output. Farmers are unaware about efficient farming technique, proper use of fertilizer, good quality of seeds and pesticide. Thus we can say that due to unawareness our production is low. For the removal of this problem Government should launch programmers and try to literate the farmer and give them awareness about the professional and efficient techniques of production. On average unawareness, poor education, lack of capital and uncertain condition are responsible for low productivity. Low productivity will affect the

farmers' socio-life.

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

			INTER	NATIONAL M	IAF	RKETING	~ v.	
Day 8	& D	ate:	Friday, 17-05-2019	20	0		Max. Marks:	70
Time	: 10	:30	AM to 01:00 PM	32			1	
Instr	ucti	ion	s: 1) All questions are2) All questions carr			,0	F	
Q.1	Ch	100	se the right option fo	r following		Š _i ,		14
	1)	6		nment like supp	lier	s, distributors, custon	ners and	
	.5	100	mpetitors.	1/2	I- \			
	^V /c ₂ ,	,	Macro environment Microenvironment	P22	,	Local None of this		
,	2)	-	e product is introduced) I with high initial	,	1-9	of market	, e)
D.	۷)	is	e product is introduced	a witti riigii iiittai	рп	ce to skill the cream	oi market	್ರಿ
6,		_	Market Skimming		b)	Market Share	200)
		c)	Disposal of surplus		ď)	Profit Maximization	1/2,	
	3)		studies populatio	ns in terms of a	ge,	gender, race, occupa	tion,	
			ation and other statisti	CS.	0	9	-10°	
		,	Economic	,	b)	Cultural	-Z_C	
	4	C)	Demographic	32.	(u)	Political	£ .	
	4)	<u> </u>	s is anything that o Price	an be offered to		narket to satisfy a wai Product	nt or need.	
		,	Brand	, , , , , , , , , , , , , , , , , , ,	,	Promotion		
	5)	- 6	e activities of designin	g and producing	,	0	r for a	
	ર્જ		oduct is	g and producing		oomanor on wappo	101 4	
	(G),		Packaging	"Z".	,	Product No.		
_ <	1.	,	Brand	O. P.	•	Labeling		0
DE.	6)		der strategy th	ne product is mo	difi	ed to suit the environr	nent of	9
En.			eign market. Adoption		b)	Extension	20	
			Development		,	None of these	V1000.	
	7)		turation of sales in the	stage of	- 6-	international product	life cycle.	
	.,		Decline		Charles and	Maturity		
		c)	Growth 💸	200	d)	Introduction	75g	
	8)			contribute growt		f international busine	SS.	
			Driving External	110		Restraining		
	0)	c)	External	legendaria de	,	Internal	ion of ideas	
	9)		ods by identified spons		pre	sentation and promot	ion of ideas,	
			Sales Promotion		b)	Trade fairs		
	6	c)	Advertising			None of these		
	10)De	clining the sale in the	stage of		nternational product I	ife cycle.	
8	١.		Introduction &		,	Growth		
Elle,		c)	Maturity		•	Decline		
-	11	, ——	includes econom	ic, social, politic				
		a)	Macro environment		U)?	Export		

Microenvironment

	12) a) c)	is also known as cost plus pricin Cost based Market Oriented	g, is b) d)	s a common method of pricing. Following competitor Negotiated	70
	,	ast growth is sale in the stage of Growth Introduction	b)	international product life cycle. Decline Maturity	\$P
	14) a) c)	factors that affect consumer purcha Economic Demographic	asin b) d)	g power and spending patterns. Cultural Political	
Q.2	a) Gl	a short notes on obal MIS and research ternational product life cycle		S. S	14
Q.3	a) So	a short answer on following ocial media and international marketing ternational channel and innovation)	, Noblana	14
Q.4 \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	marke What	is international marketing? Describe in eting environment. OR are the global pricing objectives? Explonmental influences on pricing decision	ain		19
Ω 5	Case	study - Analysis Problem Identifica	atio	Alternations & Rest	14

Solution Andrea IIIy is CEO of the global premium coffee company that bears his family's name. As one might expect, he is passionate about coffee - its science, its health benefits, its taste, its beauty. Illy also has a dream that someday soon the coffee market might be transformed into something approaching the market for wine. Where connoisseurs discuss the fine points of various origin coffees and blends, where customers are willing to pay a premium for the finest examples of the coffee-making art, and where the growers, roasters and baristas will be compensated fairly for the expertise they contribute to every cup. Unfortunately, the current coffee market differs from such an ideal. Coffee growers in most parts of the globe work at a barely subsistence level. One bad harvest (made all the more likely by the ravages of climate change) or a sudden decline in the commodity price of coffee can drop them below subsistence to hunger. Even in good times, growers have little incentive to improve their operation they have minor contact with the roasters or customers and no knowledge of how their crops get translated into the cup. This disadvantages not only the grower but also the consumer - coffee sourced from good quality beans is hard to find.

It believes that the solution to the sad state of affairs is to initiate a "virtuous circle" that draws the grower, the roaster, the barista and customer together. Growers with better knowledge of the market will work to improve their crops or experiment with new varieties. Roasters and preparers will educate their customers as to the qualities of various beans, roasts and preparations. Customers, in turn, will be willing to pay more for the best beans and that premium will be sent back up the chain to pay for even more quality and variety. And so on. Certainly there have been some positive signs. Indeed, many observers argued that a "third-wave" of transformation in the coffee market was already starting. (The first wave is said to have occurred when Maxwell House and Folgers made coffee a mass commodity, the second wave when Starbucks initiated a move to quality and higher prices.) Specialty coffee roasters had worked to build cafes and brands around origin-based beans sold directly to the roasters without reference to the commodity prices of coffee. With these third-

SLR-BJ
wave roasters, every coffee came with a story of its origins and growers could Joins origins and growers could premium for their beans. As yet, specialty 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. Illv's beautiful the third wave and help reshort necessarily have And the state of t as to a two wild collect a state of the stat 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

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

		SERVICES AND RETA	
		ate: Monday, 20-05-2019 :30 AM To 01:00 PM	Max. Marks: 70
Instru	ıcti	ions: 1) All questions are compulsory 2) Figures to the right indicate full n	narks.
Q.1	- 4.1	noose correct alternative :	14
E 1	, 190°	Services are and therefore canna) Perishable c) Short	b) Continuous d) Simple
E. S.	2)	Retailing is the final step of of a) Production c) Display	merchandise. b) Distribution d) Collection
	3)	Services being intangible, customers oft evidences. a) Product c) Delivery	en relay on called physical b) Tangible cues d) Process
	4)	A location is a store located with around.a) Freestandingc) Urban	nout any other competitive retailer b) Mall d) Correct
200	5)(Place mix takes care that services must a) Ordered c) Available	be at right time. b) Finished d) Returned
D. S.	6)	is a combination of supermarket a) Shopping Mall c) Hypermarket	and a departmental store. b) Convenience Store d) Franchising
	7)	Varieties of services are available which one of the important characteristic of ser a) Perishability c) Quality	
	8)	layout is generally used in superdisplayed in parallel manner. a) Free c) Racetrack	rmarkets where merchandise is b) Grid d) Spine
ď	9)	is where one person grants the property right involving trademarks, proca) Franchising c) Resale	rights to another to exploit an intellectual ducts, equipments, distribution etc. b) Distribution d) Location
A BOOK STATE OF THE PERSON OF	10)) can be defined as orderly, syste putting stock on the floor a) Visual Merchandising c) Store Design	matic, logical and intelligent way of b) Layout d) Assortment

		rty can offer to another that is essentially	•
	intangible and does not result in the		2
	a) Physical productc) Activity or Benefit	b) Thingd) Entertainment	20
		P.,	40,
		ed, merchandise and sold by the retailer	V
	himself in his own chain of stores is		b
	a) Visual Merchandisingc) Retailing	b) Category Management d) Private Label	
	, P	W	
	13) A distinct, manageable group of pr		
	interrelated and substitutable to me	66	-•
	a) Merchandise c) Private Label	b) Category d) Brand	
	120	Kara and a second	aad
	14) involves determining quan to fit into overall merchandise plan	tities for each product that will be purcha	seu
	a) Assortment Planning	b) Category killers	
-	c) Merchandisers	d) Franchising	8
0.2	Write Short Notes		2914
Z	a) Types of Retail Store Format	76	SV.
	b) Marketing strategies for Financial S	Services &	37
Q.3	Write Short Notes	Services stry	14
Q. 5	a) Reasons for growth of service indu	stry &	
	b) Category Management	21, 23, 74,	
Q.4	Define services. Discuss characteristic	es of services and differentiate between	14
Ψ.Τ	service and product.	3 of Services and differentiate between	
	corvice and product.	OR S	
	Explain various elements of retail store	e design.	
Q.5	Case Study	22	14
۷.5	. ~	vering company based in Bangalore.	
		g from a wide range of restaurants ar	
	N1	· · · · · · · · · · · · · · · · · ·	

Swiggy is food ordering and delivering company based in Bangalore. It provides a single window for ordering from a wide range of restaurants and have their own exclusive fleet of delivery personnel pick up orders from restaurants and deliver it to customers. It is a complete food ordering and delivery solution that connects neighborhood restaurants with urban foodies.

Nandan Reddy and Sriharsha Majety in 2013, started their first venture named Bundl, which was a logistics aggregator that connected small and medium companies to courier service providers. After almost a year in business, they realized their focus had to change. They had spotted the need for an online hyperlocal logistics company in the restaurant industry. In August 2014, the duo rolled out the online food ordering and delivery startup Swiggy, along with Rahul Jaimini. Swiggy began its Journey from Bengaluru with six delivery executives and 25 restaurants on its platform. In the time of 3 years, it has scaled up with over 6,000 delivery executives across India in more than 8 cities like Delhi-NCR, Mumbai, Bengaluru, Hyderabad, Chennai, Kolkata, and Pune. The major part of Swiggy's revenue from commission it collects from restaurants for lead generation and for serving as a delivery partner. Swiggy also charges a nominal delivery fee from customers on orders below a threshold value which 200 rupees for most cities.

Swiggy is backed by one of best investors available in the market. Swiggy has raised a total of 75.5 million dollars in funding from various investors. Indian food delivery market is valued at 15 billion dollars and set for an exponential growth. Food delivery has become a very competitive market in India. The competition is getting tougher for Swiggy. Swiggy is aiming to maintain its

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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 day. Swiggy uses its Social media not only for its customers from solving the And the state of t J best at the property of the party of the p

ems, et all the state of the st Analyse the case, identify problems, Suggest alternatives and best alternative.

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Max. Marks: 70

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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

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

	10) is generally	y descri	bed as	homoge	nous c	of comp	anies.		
	a) Business	್ಲಿ			Profe	-			200
	c) Industry	>		d)	Grou	p of co	mpany		200
	11)A portfolio that provi	des hig	hest ret						10,
	a) Patient portfolio						portfolio	,	/
	c) Efficient portfolio			G.	None	of the	above	S.	
	12) A set of securities he	eld by a	n individ	dual inv	estor is	called		(Cy.	
	a) Portfolio			and the	Colle			F	
	c) Group			(d)	Bund	le		E.S.	
	13) Which of the followi	ng helps	s in redu	uction o	f risk in	portfo	lio mana	igement?	
	a) Derivation	•	\O_{\chi_{\chi}}) Disp		S	,5	
	c) Distribution		7 C.	d) Dive	rsificati	on 尽 🗀		
	14) Systematic risk is al	so know	vn as				SV.		
	a) unavoidable risl	-	5.5	b)	uniqu	ie risk.	10.		
~~~	c) avoidable risk	650		d)		cial risk	(		6
Q.2	Write Short notes on	200				O.			×914
6.	a) Sharpe's CAPM Mo					7.C.			\$
	b) Investment v/s Spec				. 3			A STORY	9
Q.3	Write short answers :				L.			\v.	14
4.0	a) Explain various Rat	ing Con	npanies	in India	55V			D.	
	b) Meaning and Benef	_	•	0	59			Can	
Q.4	Calculate expected rate	of retu	rn varia	ancean	d stand	dard de	viation v	with the help	14
٠	of following information		,	(S)	a otain	.a. a ao	Viction V		
	Period	1	2	3	4	5	6		
	Return in Percentage	10	15	20	25	30	35		
	Probability	0.10	0.20	0.20	0.15	0.15	0.20		
	.50		200	OR		4	SV.		
	Explain the concept of	fundam	ental an	ıalysis ir	n detail	- 2/2			
Q.5 [®]	Case study	20	2			2			14
OF.	Mr. Sanjay Joshi aged	0.00		_		Sale Control			Ber 10
Elle,	Sumati aged 36 years	works a	as junioi	r officer	in Toy	s Manı	ufacturin	g Company	0

Mr. Sanjay Joshi aged 40 years is working as a senior accountant and his wife Sumati aged 36 years works as junior officer in Toys Manufacturing Company. The total monthly income of them is Rs. 30,000. They have one son and one daughter studying in English Medium school. The son is studying in 7th standard and daughter is studying in 4th standard.

Sanjay's parent resides with him. His father retired from private Company with no pension benefits. Sanjay's father has savings of Rs. 3,00,000 in fixed deposit in a co-opertaive bank.

Mr. Sanjay lives in rental house at present. However he wishes to have his own house in near future. Mr. Sameer does not have any mediclaim insurance. Therefore he has to make provisions for any major illness of any member of his family. He has to also make provision for higher education of his children. Sanjay can manage his monthly expenditure within 10,000.

You are as an investment advisor :

- a) Explain investment objectives and constraints for investment to Mr. Sanjay.
- b) Prepare an investment plan covering assets allocation and diversification with the help of various investment avenues available in India.

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

		QUALITY MAN	AGEMENT	College College
		ate: Tuesday, 21-05-2019 :30 AM to 01:00 PM	?	Max. Marks: 70
Instru	ıcti	ons: 1) All questions are compulsory. 2) Figures to the right indicate full	marks.	3,
Q.1		noose the appropriate alternative from In manufacturing, a measure of Excelle	4.17	14 e from
MAR ?	100	a) Deficiencies c) Defects	b) Emergencies d) Lacunas	000
'E	2)	Total quality management (TQM) focus a) Employee c) Both (a) and (b)	b) Customer d) None of the above	2/10/12
	3)	Which at the following level is responsil a) Front Line Management c) Middle Level Management	ble to meet quality objectiv b) Lower Level Manage d) Top Level Managem	ement
	4)	According to Deming, Quality problems <ul><li>a) Management</li><li>c) Material</li></ul>	are due to b) Method d) Machine	3
	5) (5)	<ul><li>developed the concept of qualities</li><li>a) Juran</li><li>c) Deming's</li></ul>	ty. b) Ishikawa d) Cross by	,
Web S	6)	Deming's philosophy gave po a) Fifteen c) Twenty	int to quality management b) Sixteen d) Fourteen	philosophy.
	7)	ISO 14001 provides elements of quality system.  a) Manufacturing c) Environmental quality	y standards for ma b) Service quality d) All the above	nagement
	8)	Six sigma is a business driven, multi dia a) Reducing Process Variability b) increasing customer satisfaction c) Continuous improvement Process d) None of the above	mensional structured appro	oach towards
	9)	Quality circles are associated with techniques. a) American c) German	management and man b) Japanese d) European	nufacturing
A. Ender	10)	)In total quality services model, willingne customers is called as  a) Responsiveness	ess of employees to solve b) Assurance	problems of
		c) Empathy	d) Reliability	

	<ul><li>11)Fish bone diagram is an example of</li><li>a) Cause</li><li>c) Control</li></ul>	and effect diagram. b) Reason d) Measure	50°
	<ul><li>12)Statistical quality control is also called</li><li>a) Statistical Cost control</li><li>c) Prevention Cost Control</li></ul>	b) Statistical Process Control d) Statistical Failure Control	3,
	13)The father of quality control is a) F. W. Taylor c) Philip Crosby	b) Joseph Juran d) Walter Shewhart	
	<ul><li>14) The objective of TQM systems is</li><li>a) Business Improvement</li><li>c) Continuous improvement</li></ul>	b) Process Improvement d) Consistent Improvement	
Q.2	<ul><li>Write short notes on</li><li>a) Quality Assurance and Quality Audit</li><li>b) Six Sigma</li></ul>	2/10/5/20	14
Q.3	Write short notes on a) ISO 9000 b) Quality Circles	A LIST LIST	94
Q.4	Explain the basic concepts of total quality? If and State how TQM can provide competitive <b>OR</b>		14
	<ul><li>Explain contribution of any two philosophers</li><li>a) Edward Deming</li><li>b) Joseph Juran</li><li>c) Daoru Ishikawa</li></ul>	s towards total quality management?	
Q.5	Case Study.		14

Crompton Greaves Ltd. (CGL) is an electrical and electronics company. CGL turnover has crossed Rs. 1000 crores mark in 1998. The company is currently embracing Total Quality Management. ISO 9000 certification has been achieved by 13 of the company's divisions and this has encouraged acceptance of TQM among the workforce. The union leaders at Kanjur Marg in Bombay see a direct link between the company's TQM programme and its ability to sustain the levels of quality required for the ISO audit. The plant in Kanjur Marg in Bombay has a history of labour problems, yet an exercise like TQM which is so demanding of teamwork involving both labour and management -is making inroads here. Workmen say at Kanjur plant of CGL, "The need to tighten up on the quality front is important to them because they would be directly affected if the competition gets ahead of us."

CGL was unaccustomed to rapid change and to adopt a management style which alters its whole way of thinking. CGL now requires very strong commitment from the top and unflagging enthusiasm from down the line. CGL is embracing TQM with zeal that is part forced and part spontaneous. "At Crompton Greaves, we of quality", says KK Nohria, managing director of the company.

Nohria has been known to promote programmes like this in the past. In 1984 he introduced "improvement management." Two years on, it was "value added management" aimed at reducing waste. Total quality control was propagated in 1988, substituted two years later by total quality management.

away from the traditional style with the top management taking it injury. IQM has percolated down to 70 per cent of CGL injury 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 the control of the contro

So hov	w did they make the change	eover and how successful h	nave they been?	
1.	Analyze the Case Identify the Problem Identifying Alternative Solu Give the Best Solution	72°	JŠ.	05
2.	Identify the Problem	, lo'	EN'	02
3.	Identifying Alternative Solu	itions	, ¹ / ₂ ³	05
4.8	Give the Best Solution	R.	. ರೆ	02
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l	A. (Semester-IV) (New) (CBC	S) Examination April	/May-2019

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

		Human Resource Mana HRD AND COMPENSAT	<u> </u>	N. S.
		ate: Wednesday, 22-05-2019 0:30 AM to 01:00 PM	ŞV.	Max. Marks: 70
Instru	ıcti	ions: 1) All questions are compulsory. 2) Figures to the right indicate full	l marks.	9,
Q.1	13	noose the appropriate alternative from An Act of increasing the knowledge and particular job is a) Training c) Motivation  HRD is an amalgamation of ideas con-	nd skills of an employee for b) Development d) Management Trainii	ng k ^g
		from a number of soft sciences.  a) True  Performance appraisal serves as build a) Recruiting c) Manpower Planning	b) False	N. W. S. P.
	4)	is what employees receive in organisation.  a) Wage  e) Compensation	.V	ion to the
Mah S	5) 6)	In an incentive payment plan, worker payment plan,	b) Profits d) Performance e pay, normally granted one	 ce a year
	7)	refers to the extra benefits pronormal compensation paid in the form a) Fringe benefits c) Social security	ovided to employees in addi	tion to the
	8)	Training objectives should be expressed a) Employee Behaviours c) Need Assessment	ed in b) Management Desire d) Subjective Judgeme	
A A A	9) 10) 11)	HRD is a multidisciplinary concept a) True  )Fringe benefits now days, are the mos a) True  )represents latent capacities an	b) False	·
Z.	,	while performing the job.  a) Performance c) Abilities	b) Potential d) Training	Page <b>1</b> o

	12) is a financial component of remu	uneration. 🔊	
	a) Bonus	b) Provident Fund	ي
	c) Gratuity	d) Pension	P
	13)Recognition is one of several types of _	incentives.	3,
	a)Financial 🞶	b) Non-Financial	
	c) Credit based	d) Merit pay	
	14)Lay-off compensation can normally be p	paid up to days in a year.	
	a) 15 💉	b) 20	
	c) 45	d) 60	
Q.2	Write short notes	£ ^V	14
	a) Components Of Remuneration	S ST	
	b) CTC norms and elements	20	
Q.3	Write short notes on	, S	14
	a) Individual Employee Incentives	No.	
ď	b) New Trends in Training	_V	o
ONE TO	Define HRD? Explain its objectives and prin	aciples in details	0
60.00	OR	icipies in details.	) 14
	What is a fringe benefit? Explain types of fri	inge henefits in details	
		ingo ponenta in detaila	
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.

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)

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

A	GR	Agriculture & Co-operative Ma O PROCESSING INDUSTRIES AN	5.3 = 736
		ate: Wednesday, 22-05-2019 :30 AM to 01:00 PM	Max. Marks: 70
		ons: 1) All questions are compulsory. 2) Figures to the right indicate full m	arks.
Q.1	Ch 1)	coose the appropriate alternative from to the could be defined as set of technological conservation and handling of agricultural food, feed, fiber, fuel or industrial raw material processing control of the country industrial industrialization	p-economic activities carried out for produce and to make it usable as
	2)	(3m)	10
	3)	The took over the work of erstwh Board. a) KNRP c) KVIC	ile All India Khadi and Village Industries b) KVPI d) KVP
્યો	4)	their resources in certain areas of activity a) An agricultural cooperative c) Credit society	<ul><li>b) Agriculture credit</li><li>d) none of these</li></ul>
Ser.	5)	The Scheme is the major source a) Interest Subsidy Eligibility Certificate c) Interest Credit Guarantee Scheme	
	6)	is the one which is run by an indi members with very little capital. a) Cottage industry c) Cotton industry	vidual with the help of his family b) Small scale industry d) none of these
	7)	In the enterprises engaged in proise defined in terms of investment in plant a) Manufacturing sector c) Mining sector	
	8)	Village industries are classified into a) Traditional c) both a & b	b) Modern d) moderate
A A A A A A A A A A A A A A A A A A A	9)	Small Scale Industries  a) Facilitates Women Growth b) Brings Balanced Regional Developme c) Provides Employment d) All of the above	ent Hengh

	2		AND DICC A
	N. N	Ŋ	SLR-BJ-66
	10)Which agency is exclusively condevelopment and all types of aga) IDBI c) NABARD	ncerned regarding the cre	,O
	<ul><li>11) is the prerequisite of ag</li><li>a) Rural credit</li><li>c) Both a and b</li></ul>	gricultural growth and dev b) Agriculture d) None of the	finance
	<ul><li>12) The functions of NABARD are _</li><li>a) Credit Functions</li><li>b) Developmental and Promoti</li><li>c) Supervisory Functions</li><li>d) all of the above</li></ul>	B.	
A A A A A A A A A A A A A A A A A A A	a) Commercial Banks (CBs)	Bs)	es in the rural areas.
O O O O O O O O O O O O O O O O O O O		2	
Q.2	<ul><li>Write short notes</li><li>a) Role of Agriculture in Rural Inde</li><li>b) Introduction of Agro Processing</li></ul>	ustrialization g Cooperatives	
Q.3	<ul><li>Write short notes on</li><li>a) Fluctuations in Agriculture Price</li><li>b) Role of Reserve Bank of India in Describe in detail Cooperative Sug</li></ul>	es-causes and impact in the Agriculture Credit	
Q.4	Describe in detail Cooperative Sug	gar Industry in Maharasht	ra. <b>14</b>
V	Explain the role of performance of Economy.	OR cottage and small scale i	0.
A BHON NA	Place Strategies of the Strate	Signal William	Page <b>2</b> of <b>3</b>

**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 it 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 agreements work 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

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

International Business (Paper – IV)  EXIM MANAGEMENT				
•		ate: Wednesday, 22-05-2019 :30 AM to 01:00 PM	)	Max. Marks: 70
		ons: 1) All questions are compulsory. 2) All questions carry equal marks.	00.10	P. C.
Q.1	13	oose the right option for following ASEAN stands for  a) Association of South East Asian Nat b) Association of South East Africa Nat c) Agreement of South East Asian Nati d) Association of South East Asian Nat DFIA stands for  a) Duty-Free In Authorization b) Duty-Free Import Authorization	ions ons	14
	3)	<ul> <li>c) Duty-Free Import Association</li> <li>d) Duty Freight Import Authorization</li> <li>APEDA stands for</li></ul>	ct Export Demand Authorit ct Export Development As	y sociation
A Report	4)	<ul> <li>MPEDA stands for</li></ul>	ssociation Authority	
•	5)	HEPC  a) Handloom Export Promotion Council b) Handicraft Export Promotion Council c) Handloom Export Price Corporation d) Honey Export Promotion Council	,si ^{)*}	M. A. S.
	6)	The Government termited five years EX with a) FTP c) EPD	IM policy 2002-07 and rep b) ECGC d) CAGR	ilaced it
	7) Ngg	New FERA was passed by the parliame a) 1979 c) 1973	b) 1975 d) 1977	
A. R. R. R.	8)	Any person may sell or draw foreign exc person of such sale or withdrawal is a _ a) current account transaction c) trade account	change to or from an autho b) past account d) none of these	orized

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	N. N. S.		الم	3 L-69 🗳
	9) Under scheme, relie	ef of customers and cent	Ψ.	23-00
	allowed to exporter.	E.	trai excise details is	200
	a) ABK c) RBI	b) DBK d) FDI		120°
	2/0	duty free import of input	s, fuel, oil, energy	210°
	sources, catalyst which are red	quired.	Š	2
	a) DFIA c) DCGC	øb) DAFT Ø d) EPGC	'7 _{G1} .	
	11)The new foreign trade policy w		st 27	
	a) 2009 c) 2007	b) 2008 d) 2010	, 16 ⁰	D. T.
	12) The European Union (EU) pr	20	_ countries.	76,
	(a) 29 (c) 26	b) 27 d) 20	S. P.	8
	13)FIEO was established in Octo	,	W.	SO OS O
DE STE	a) 1999	b) 1987 🔊	5	,0°°
Sing Physical Distriction of the Control of the Con	c) 1926	d) 1965	in at a ayan ant winks	Ser Contract of the Contract o
Sh.	a) RBI	tection to exporters aga b) IFO	inst payment risks.	P
o'yo'	c) ECGC	d) DFIA	ER.	
S Q.2	Write Short Notes on a) EXIM bank of India	180	.12	14
	b) EPCG scheme	SIV	N. S.	4
Q.3	Write a short answer on following a) ECGC	ng 🎶	20.00	14
	b) Duty exemption scheme	THE.	200	762
Q.4	Explain in brief the scope and obj	ectives of FEMA & FER	A. V	14
ก์	What are the functions, compositi	on of APEDA? Describe	e in brief major	¹ 60,
S ROBERT WAR OF SO.	products exported by APEDA.	The state of the s		200
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	Polizz	9.	Si. No.	
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	1001. Par.	୍୬	)	
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1/2	products exported by APEDA.	E. S.		
	What are the functions, composition products exported by APEDA.	0; K	A. horief major	0.00
		,o~		Page <b>2</b> of <b>3</b>

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

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 Portau-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 JMB. JMB spent the funds on the IQF facility, but little mango 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. 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.

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

Human Resource Management (Paper – V) INTERNATIONAL HUMAN RESOURCE MANAGEMENT					
			Saturday, 25-05-2019 AM To 01:00 PM		Max. Marks: 70
			s: 1) All questions are compulsory 2) Figures to the right indicate full m	nark	s.
Q.1	Fil 18	ţin	the Blanks : are the employees of MNC/TNC	or	14 the subsidies/branches and are
Photo S	i de	ho a)	e citizens of those countries other than st country. Parent Country Nationals Third Country Nationals	b)	
	2)	pro a)	ider approach to recruitment ospective employees in terms of suital Ethnocentric Regiocentric	oility b)	
	3)	a)	e Pre-departure training is provided m Culture Preliminary aspects of Job	b)	ly in the field of Language All of these
Mes Section of the Se	4)	Pr	is the one who diagnoses, analoblems. CEO Trouble shooter	b)	s and solve a specific operational Structure Reproducer Operative
	5)	wa a)	MNC's allowance are given rr, terrorism, natural calamities, etc. Hardship International Marketing	for	taking risks by employee like Relocation
	6)		controlling the activities of the combin	ed d	nother company with the interest operations. Acquisition Demerger
	7)		is an employee working and li a non citizen. Inpatriate Both of these	b)	g in a foreign country where he/she  Expatriate  None of these
	8)		means sending the represental recruitment with a view to persuading jobs		of the MNCs to various sources stimulating candidates to apply
· 62	180°.	a) c)	Employee referrals Transfer	b) d)	Scouting Advertising
7.00	9)	<u>a)</u>	is the ability to scan the world f		a broad perspective. Global Learning

	7.50	The state of the s	
	<ul><li>10)International Performance appraisal ca</li><li>a) Recency Effect</li></ul>	b) Content Bias	- 0.
	c) Reliability and Validity	d) Personal Prejudice Approach	N.
	<ul> <li>11)MNCs design approach of P benefits in the compensation package a burden and solve possible to repatriate</li> <li>a) Lumpsum</li> <li>c) Global</li> </ul>		) -
	12)is a separate legal organization	. *	
	holdings of two or more parent firms in		
	located outside country.  a) International Mergers & Acquisition	&°'	
	b) International Joint Venture	, S	
	c) Mergers and Acquisition d) Joint Venture		
-J	/ G ²	Leaurea of Pooruitment?	8
ZO.	<ul><li>13) Which of the following is the Micro-leve</li><li>a) Ethno-centric approach</li></ul>	b) Campus Recruitment	0
7	c) International Staffing	d) None of the above	
	14)Performance Appraisal of International	employees is critical and challenging	
	due to a) Distant work Places	b) Content Bias	
	c) Ineffective Raters	d) All of these	
Q.2	Write Short Notes on :	P Z	14
	<ul><li>a) Strategies to make Performance Effect</li><li>b) Factors affecting International Compen</li></ul>	.90	
Q.3	Write Short Notes on :	Š	14
	<ul><li>a) Merger and Acquisition phases and HR</li><li>b) Areas of Global training</li></ul>	implications	
Q.4	<ul> <li>a) Define International Staffing. Explain the OR</li> </ul>	e recruitment sources at Macro level.	149
Sight,	b) Comment on the International Industria International Industrial Relations.	Relations. Explain the key issues in	9
Q.5	Case Study		14
		ny promoted its HR Manager, who is	
	also South Korean and a bachelor degree the CEO of the company, based on h		
	rendering his responsibilities in his earlier	job in different department as well as	
	at various levels. The company employ degree holder in Human Resource Ma		
	Resource Department and Fiji national		
	Political science and senior executive		
	Association as Assistant Human Resourused to share their experiences and		
	Management and formulating Human	Resource Policies, crafting Human	
0	Resource as well as organizational strategof the company.	gies and Human Resources Practices	
ap.		Manager bought vibrant policies in	
F. Carrie	designing Human Resource strategies compensation management and earned cr	s in his area of operations of	

Manager as well as the CEO of the company. Having earned the credits of the

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Linguister, acquired the work place cultures of an anomalist company like Moonlighting, flexible work schedules, flexible umings 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 CEC of the developments leading to the shifts in the HR Manager and consequents.

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.

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.

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

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

		INTERNATIONAL TRADE	ND AGRICULTURE
		ate: Saturday, 25-05-2019 :30 AM To 01:00 PM	Max. Marks: 70
Instru	ucti	ons: 1) All questions are compulsory 2) Figures to the right indicate full m	ıarks.
Q.1	Se	lect the correct alternative:	the implications of international
AND S		trade, international investment, and intera a) International Economics	the implications of international national borrowing and lending. b) International Accounting d) International Marketing
4	2)	understand the international economy. a) International exchange	lies microeconomic models to help b) International trade d) None of these
	3)	International trade consists of goods and a) Imports c) both a & b	b) Exports d) none of these
	4)	CV- 1	es b) Economies of Scale d) All of the above
N.	5))		<ul><li>b) International Monetary Franchise</li><li>d) None of these</li></ul>
N. S.	6)	borders or territories. a) International Trade	b) International Economics d) none of these
	7)	a) Static Gains c) both a & b	tes over a period of time. b) Dynamic Gains d) gains
	8)	V ·	b) increase in per capita income GDP d) all of the above
	9)	<ul><li>a) Economic Development</li><li>c) Economic Stability</li></ul>	socio-economic structure of country. b) Economic Growth d) none of these
W. B.	10	0-	levied upon imports. b) Imports d) Quota
Far	11)	690	b) Import & export duties

	Eg.		
		SID D	l 72 🖑
	12) implies to a fixed quantity of	SLR-Bu	J-13
	12) implies to a fixed quantity of allowed during a given period of time		100°C
	a) Exports c) Tariffs	b) Imports d) Quota	30
	13)WTO stands for	a) aliena	30"
	a) World Transaction Organization	b) World Trade Organization	
	<ul><li>c) World Transport Organization</li><li>14)The basic purpose of the is to</li></ul>	d) none of these o promote international trade without	
	any discrimination.	52"	
	a) GATT c) WTO	b) IMF d) UNCTAD	D.
Q.2		200	14 z
	a) AGMARK b) IBRD	Self P	2/1
Q.3	Write Short Notes	A STATE OF THE STA	1 <b>4</b> ( ²⁰⁾
B	<ul> <li>a) Regional Integration &amp; Economic Gro</li> <li>b) India's position in the Global market</li> </ul>	owth	14 M
⋌Q.4	Define international trade and explain so	cope and gains from International trade	Ñ 14
PZV.	in detail.	R AN	
Si,	Explain in detail about WTO organization	n and their function.	
Q.5	Write SWOT analysis for following co	mmodities from export point of view:	: 14
	b) Horticulture CropsImportant fruits	like Apple, Banana, Mango, Grapes	, .
	Pomegranates  c) VegetablesImportant crops like Ton	nato, Brinjal, Cauliflower, Cabbage, etc.	NBF.
			Z.
		G G G G G G G G G G G G G G G G G G G	E. E.
	N. S.	A. C.	Šį.
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	_45_	S.S.	
	write Short Notes a) Regional Integration & Economic Grob) India's position in the Global market Define international trade and explain so in detail.  Explain in detail about WTO organization Write SWOT analysis for following coa) Cereals:-Important crops like Wheat, b) Horticulture Crops:-Important fruits Pomegranates c) Vegetables:-Important crops like Ton	nato, Brinjal, Cauliflower, Cabbage, etc.	Page <b>2</b> of <b>2</b>

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

		International Business (Paper – V) INTERNATIONAL LOGISTICS	E REPORT OF THE PERSON OF THE
		Pate: Saturday, 25-05-2019 Max 0:30 AM To 01:00 PM	x. Marks: 70
Instru	ucti	ions: 1) All questions are compulsory 2) Figures to the right indicate full marks.	
Q.1	Ch 1	hoose the right option for following  which focuses on teamwork in whole supply chain managem 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	ent to
	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	ider
	3)	<ul> <li> of coordination of communication channels to deliver and commessage about company and its products is classified as.</li> <li>a) Integrated marketing communications</li> <li>b) Integrated strategic channels</li> <li>c) Integrated outbound channels</li> <li>d) None of the above</li> </ul>	pelling
A A A A A A A A A A A A A A A A A A A	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	1000 OF
	5)	The sequence of a typical manufacturing supply chain is  a) Storage-Supplier-manufacturing-storage-distributor-retailer-custom b) Supplier-Storage-manufacturing-storage-distributor-retailer-custom c) Supplier-Storage-manufacturing-distributor-storage-retailer-custom d) Supplier-Storage-manufacturing-storage-retailer-distributor-custom	er er
	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	
NA PAR	<i>T</i> )	Logistics is the part of a supply chain involved with the forward and revision of  a) goods  b) services c) cash	erse/

	8)	pro a)		ely lar ip effe	ger looki ct		gh the s k	up o)	inventory oscillations become oply chain is known as  Net chain analysis  Reverse supply chain	557200
	9)	a)		r mate	ial invererial inve	•			Vendor managed inventory Valuable material inventory	•
	10)	a) b) c)	locatio plannii locatio	n, prod ng, pro n, prod	uction, o duction, uction, s	in suppl distributio distributio schedulin distributio	on, inver on, inve ig, inver	nto nto	ory ory	
ń	113	W.		ory ma	nagemei	olanning nt	k	o)	Dietribution planning	
	12)	a) b)	Goods Goods	are de are ur istome	fective sold rs simply	red beca change		inc	None of the above  ——-  ds  Third party logistics  None of the above  ——-  he bill of lading	000
	13)	a)	Sec.	points	logistics location			(e (k	Third party logistics None of the above	
	14)	a) b)	Inspec Check Check	t good: for dai the go	s if requi nage ods aga		& %,	d th	he bill of lading	
J	w√ wr	ite	All of the			T.			ings).	14
Ŷ	a)	Tre	ends in	Interna	tional su	ipply cha		age	ement 🛒	, S.
	•		J		. 8	n and Ma	arking			0
	a)	Ob	jectives	s and fo		of wareh ackaging		0	ement The state of	, 14
						s? Explai f logistics		af t	the various components,	14
		plai de.		ail the	various	modes of	f transpo	ort	t, choice and Issues for each	
			400	- Anal	ze the	case. ide	entify p	rol	blem, alternatives and best	14
		luti	on			2€).			s)	
0	cha cha	rodi ain ain t the	uction. cost re costs c e price	Howevelow duction of arouse of the recording the recording to the recordin	er, the one of the one of the	company oringing o per chi was a fra	needeoits low-opwere  action o	d took	f computer chips, Intel needs little to make some significant supply st "Atom" chip to market. Supply earable for units selling for \$100, hat, at about \$20.  ge: Somehow Intel had to reduce	
		sı		•	All and a second a				t had only one area of leverage	

Q.2

Q.5

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 only way Intel could find to make the could find the could find to make the could find the could find

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-toorder 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 biweekly, 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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EN	M.B.A. (Semester – IV) (Old TREPRENEURSHIP DEVEL		
	& Date: Monday, 13-05-2019 : 10:30 AM To 01:00 PM		Max. Marks: 70
Instr	uctions: 1) All questions are comp 2) Figures to the right inc		N. A. S.
Q.1	Select the right option for each  1) Entrepreneurship Theories the key element for entrepreneurs categorized as  a) Psychological Theories		conditions as are
ABAN NH NH NH SE.	c) Economic Theories  2) The stimulatory phase of Entral Planned publicity of entrept by Recognition of entreprene c) None of a & b d) both a & b	d) Anthropological cepreneurship Development cycloreneurial opportunities	Theories
·	<ul><li>3) Religiosity, Caste, Family Supentrepreneurship developmenta</li><li>a) Political</li><li>c) Socio- Cultural</li></ul>	pport and Education are the influ t categorized as influen b) Economical d) Personal	
2	<ul> <li>4) The purpose of a business planal</li> <li>a) Arrange thoughts in Logica</li> <li>b) Highlight Resource needs</li> <li>c) Demonstrate viability of the</li> <li>d) All of the Above</li> </ul>	al Order and the sources to procure ther	n
AN NH MASS.		cognition of a social problem and organize, create and manage a s ange. b) Non-Governmen d) Social Work	ocial venture
2.	or enterprises mostly of a Frie	ney as a one-time investment in end or a Relative which are not r oyment of helping to establish e b) Angel Capitalist d) None of the Abov	notivated solely nterprise or to
	<ul> <li>7) A blue print of the step by step business idea into a successfa) Enterprise Development</li> <li>c) Entrepreneurial vision</li> </ul>	p procedure that would be follow ul business venture is known as b) Business Plan d) Mission Stateme	·
II.	, Sold of Sold	S. R.	
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	S. Carrier and C. Car	્રે
		SLR-BJ-76
	<ul> <li>8) The second phase of the Project Life Cycle is</li> <li>a) Development of a proposed solution to the need or prob</li> <li>b) Performing the project</li> <li>c) Identification of a need, problem, or opportunity</li> <li>d) Terminating the project</li> </ul>	
	9) NSIC issues to registered SSIs after verifying Tech competence of the units which Results into waiver of Securi a) Licenses b) Certificate of C c) Guarantee Certificate d) Purchase Order	ty Deposits. ompetence
	<ul> <li>10) An employee who is entrusted with the responsibility to make an organization is called</li> <li>a) Innovator b) Corporate Entrology</li> <li>b) Corporate Entrology</li> <li>c) Intrapreneur</li> <li>d) None of the Ab</li> </ul>	epreneur ove
S S S S S S S S S S S S S S S S S S S	<ul> <li>11)The theory of entrepreneurship is based on the deg inefficiency of use of resources and considers Market Imper opportunities for entrepreneurial activities.</li> <li>a) Innovation b) High Achievem</li> <li>c) X-Efficiency d) Profit</li> </ul>	fections as
Si. A.	12)Which of the following is not a phase in Entrepreneurship Documents Cycle?  a) Stimulatory b) Sustaining c) Business Plan Preparation d) Support	N. A. S.
	13)The theory that considers an individual's High Achievement basis for entrepreneurship was proposed by  a) Schumpeter b) McClelland c) Knight d) Leibenstein	Aspiration as a
2	14) The key difference between invention and innovation is that unique, novel idea while innovation is  a) Detailed Explanation b) Scientific Proof c) Commercial Implementation d) Copyright Registry	
Q.2	<ul><li>Write short notes on the following:</li><li>a) Entrepreneurial Traits</li><li>b) Women Entrepreneurs</li></ul>	63 ¹⁰ 14
Q.2 Q.2	<ul><li>Answer the Following:</li><li>a) Discuss the role of NEDB in entrepreneurship development</li><li>b) Discuss the changing role of entrepreneur.</li></ul>	stration 14
Q.4	Answer any One of the Following :	14 urship
HW CARRY	<ol> <li>What is Entrepreneurship? Discuss the need of Entreprene development in nation building.         OR</li> <li>Discuss the elements of a Business plan.</li> </ol>	55
		Page <b>2</b>

Q.5 Analyse the following Case Study and answer the questions given below: 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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- n with C success the property of the property And the state of t Still a critical control of the party of the control of the contr 2. What according to you are the critical factors contributing to success of

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

		/ <del></del>	
		ate: Tuesday, 14-05-2019 :30 AM to 01:00 PM	Max. Marks: 70
Instru	ucti	ons: 1) All questions are compulsory. 2) All questions carry equal marks.	N. W.
Q.1	<b>M</b> u 1)	Iltiple choice questions  Goal-directed decisions and action resources are matched with the opportunity.	
		<ul><li>a) Strategy</li><li>c) Planning</li></ul>	b) Policy and procedure d) Mission
N. A. S.	2)	is component that include knowled customs and other capabilities and habits a) Culture c) Vision	h) Mission
	3)	Following is not the component of culture a) Commitment c) Competence	d) Strategy  b) Consistency d) Compatibility
	4)	is described as the process of be exchanging products, services, and / or in including the Internet  a) E-Business c) E-mail	
170.	5),(5),(5),(5),(5),(5),(6),(7),(7),(7),(7),(7),(7),(7),(7),(7),(7	is a business statistical strategy them from the process of products to imp a) Six Sigma c) Strategic planning	
	6)	achieve dramatic improvements in critica performance, such as cost, quality, service a) Reengineering	. 3
	7)	is not a necessary skills to achie a) Creative insight c) Vision	eve excellence. b) Sensitivity d) Good manners
	8)	a) Emotional Intelligence c) Artificial Intelligence	leal successfully with other people. b) Intelligence d) External Intelligence
9	9)	The ability to influence a group toward the as  a) Leadership c) Directing	.07

	10) is the process through which their intellectual property and knowled	h organizations generate value from	
	a) Virtual management	b) Knowledge management	
	c) Emotional intelligence	d) Brand management	Ġ,
	11) e-commerce is simply define	ed as ecommerce between companies.	
	a) B2B	b) B2C	
	c) B2G	d) C2C	
	1.7	rporation to contribute to a better	
	society and cleaner environment.	1 CCD	
	a) CSR c) Planning	b) SSR d) Organizational responsibility	
	.0,	.0)	
	<ul><li>13) Following are the quality for excellent</li><li>a) High standards</li></ul>	b) Burning desire	
	c) Very hard work	d) All of above	
	14) are the foundation of exceller	. (V	
	a) Strategy and Culture	b) Strategy and Policy	
2	c) Culture and Policy	d) Culture and Wisdom	8
Q.2	Write short notes on	E S	14
700	a) Visionary Leadership	- 10 m	
· ·	b) Stages of six sigma	CG: 12 Party	
Q.3	Write short notes on	·0/2	14
	<ul><li>a) Emotional literacy</li></ul>	S. ^{T.}	
	b) E-commerce v/s E-business	2	
Q.4	a) Define excellence. Explain in details i		14
	Ol	0.	
	b) What is the meaning of corporate soc		
	role played by the corporate and the green responsibility by giving examples.	government in corporate social	
0.5	V	, P	4 4
Q.5	Case Study. Put yourself in the following situation. You	ou are the Executive Vice President and	14
	- at yourgon in the following situation. It	A GIO GIO ENCOGGIVO VIOO I TOOIGOTIL GIIG	

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

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

		BEHAVIOUR (P	aper – III)
-		ate: Wednesday, 15-05-2019 :30 AM To 01:00 PM	Max. Marks: 70
		ons: 1) All questions are compulsory 2) Figures to the right indicate full n	narks.
Q.1	Μů	Iltiple Choice Questions:	. SSV 14
×	্র)	is a part of non business adverti	
MOR		<ul><li>a) Political advertising</li><li>c) Institutional advertising</li></ul>	<ul><li>b) Product advertising</li><li>d) Industrial advertising</li></ul>
	2)	Direct selling of goods & services on inte a) E-commerce c) E- Retail	ernet is known as b) E-Business d) E-Communication
	3)	is a part of broad cast media. a) Catalogue c) Charts	b) Magazine d) Television
	4)	of on organization. a) Company	nts of mass media for building image  b) Institute
	-05	c) Corporate	d) Organization
18	23,	<ul><li>Attending wedding of a clients daughter</li><li>a) Mean Relations</li><li>c) Community Relations</li></ul>	b) Employee Relations d) Public Relations
No.	6)	are words and expression used language interesting to understand.  a) Dragon c) Synonyms	d in special technical ways to make a b) Jargons d) None of the above
	7)	have lowest social status and in a) Innovators c) Laggards	come in diffusion of innovation process. b) Late Majority d) All the above
	8)	refers to the degree to which an i a choice of a product of a service. a) Reference groups	ndividual influences others in making b) Friends
		c) Relatives	d) Opinion Leaders
	9)	Division of the society into homogenous	
	.6	friendship and manners of speaking is k a) Social Class	nown as b) Middle Class
,	6	c) Upper Class	d) Societal Class
Sight,	10)	) refers to non personal communantidea, not directly posed by identified	nication regarding product service or sponsors.
5		a) Publicity	b) Advertisement
		c) Public Relations	d) Sales Promotion

	11)Sweep stakes are form of sale	s promotion.	
	a) Trade Oriented	b) Service Oriented	,9
	c) Consumer Oriented	d) All the above	Ò,
	<ul><li>12)When consumer select products based pride etc. he adopts motive.</li><li>a) Personal motive</li><li>c) Rational Motive</li></ul>	on subjective like love, affection b) Emotional Motive d) All the above	
	13) Shopping or friendship groups are type	of	
	a) Reference groups	b) Commercial groups	
	c) Political groups	d) Work groups	
	14)In AIDA model D stands for a) Direction c) Demand	b) Decorative d) Desire	
Q.2	Write short notes:	W.	14
D.	<ul><li>a) Publicity and its types</li><li>b) Event Management</li></ul>		S
Q.3	Write Short Notes: 5	Z	14
	<ul><li>a) Rational verses Emotional motives</li><li>b) Cognitive dissonance theory of consum</li></ul>	er behaviour	
Q.4	Define advertising? Explain classification a <b>OR</b>	8	14
	What is the importance of consumer's beha		
	communication? Explain diffusion of innova	itions process in consumer decision	
	making.	\$	
Q.5	Case study.  With the advent of the era	of digital Integrated marketing	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.

Social media channels has helped the brand to accumulate over 86 millions SLR-BJ-78

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social, sporting events Company outstanding  a) Analyze the Ca b) Identify the Pro c) Identifying Alter d) Give the Best s	and charity (Darakeva	a, 2013). Nowadays, the	e Coca-Cola
<b>a)</b> Analyze the Ca	se.		<b>.</b> 05
<b>b)</b> Identify the Pro	blem.		02
c) Identifying Alter	native Solutions.	3	§ 05 §
d) Give the best s	olution.	000	02
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# M.B.A. (Semester – IV) (Old) (CBCS) Examination April/May-2019 Financial Management (Paper – III) PROJECT PLANNING AND WORKING CAPITAL MANAGEMENT

Pr	ROJECT PLANNING AND WORKING	NG CAPITAL MANA	GEINIEN I
	ate: Thursday, 16-05-2019 :30 AM To 01:00 PM		Max. Marks: 70
Instructi	ions: 1) All questions are compulsory 2) Figures to the right indicate full m	narks.	0,
	noose correct alternative :	.00	14
	Venture capital is concerned with a) New project having potential for higher b) New project of high technology c) New project having high risk d) All the above	er profit	100 m
2)	at planning stage. a) Conceptualization c) Preliminary planning	s brainstorming and com b) Feasibility d) Detail planning	mon sense
3)	In Sensitivity Analysis, the emphasis is c a) Net Economic Life c) Both (a) and (b)	on assessment of sensitive b) Net Present Value d) None of (a) and (b)	rity of
4)	Gross working capital equals to a) Total of current assets c) Total of debtors	b) Total of current liabil d) Inventories	ities
(S)	a) Current asset c) Cash motives	ash forecasting. b) Cash budget d) Liquidity	, o o o
6)	a) Project Plan and strategy b) Description of Project Organization c) Development of organizational Chart d) All of the above	N. N. S.	NA PARTO OF THE PA
7)	Generally, venture capitalists provide fin a) Merger c) Early	ance for stage of b) Acquisition d) Reconstruction	of company.
8)	Risk in Capital budgeting is same as a) Uncertainty of Cash flows c) Certainty of Cash flows	b) Probability of Cash f d) Variability of Cash flo	
9)	Debts owed to the firm by customers arisin the ordinary course of business is known a) Bills Receivables		r services
2	c) Credit period	d) Cash discount	

	,9`		
	<ul><li>10) involves the quantita</li><li>a) Budget development</li></ul>	ative aspects of planning. b) Project adminis	stration
	c) Leadership styles	d) Conflict manag	
	<ol> <li>The estimates under sensitivity categories.</li> </ol>	ty analysis are normally made	under
	a) one	b) two	under
	c) three	d) four	E.
	<ul><li>12)The variations in the actual re</li><li>a) Profit</li></ul>	b) Investment	known as
	c) NPV	d) Risk	10 kg
	13) Decision-tree approach is use	4.7	Jongor life
	<ul><li>a) Sequential decisions</li><li>c) Independent Cash flows</li></ul>	b) Proposals with d) Accept-Reject	1.00
		ne impact of changes in all the	variables on
,	distribution of probable values  a) Sensitivity	s of NPV in one iteration only. b) Decision tree	e,
No.	c) Simulation	d) None of the ab	ove
√Q.2	Attempt following questions:	J.	
EN'	<ul><li>a) Stages in Venture Capital fina</li><li>b) Star Company Limited provid</li></ul>		the debtore
Side Reference		ou to evaluate the best credit	
,5	Particulars	Present Policy Plan I	Plan II
	Average collection period Credit sales	90 days 45 days 25 lakh 15 lakh	135 days 75 lakh
	Required rate of return	20% 20%	20%
	Bad-debts	5% 2.5%	10%
	Selling price per unit (Rs.)  Variable cost per unit	500 500 85% 85%	500 85%
	(as % of sales)	.30	,
E .	The average cost per unit incurre 360 days in a year for calculation	-	You can assume
<b>Q</b> .3	Attempt following questions:	76	, N
The state of the s	<ul><li>a) Inventory control techniques</li><li>b) Market and Demand Analysis</li></ul>		07 07
Q.3	a) From the following details est SK Company Ltd.	imate the requirement of the v	vorking capital for 14
57	Elements of cost	percentage of selling price	'7 _{G2}
	Raw material	60	"." "
	Direct wages Manufacturing overhead	10 s 20	160 L.
	Additional information:	- S	Ø.
	The expected demand for the	product in the market is 6000	00 units per annum
	Raw material is to be kept at Production process will take t		
	Finished goods will be in stor		
· 62		allowing credit period of 2 mo	nths.
	Average cash balance is Rs. Credit period allowed to custo		
N. S.	Safety margin is to be mainta	ined at 20%. 🎤	
	Selling price of the product is	Rs. 5 per unit.	

SLR-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 14 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.

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

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-	190	( )1			… ←	<b>.</b> .	A 1	

With expansion	Without expansion	Probabilitie
(Rs)	(Rs)	
300,000	200,000	Ø 0.2
500,000	200,000	0.4
900.000	350.000	0.4

Advise the company regarding the financial feasibility of the project.

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# M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019 Production & Material Management (Paper – III)

			INDUSTRIAL ENG	ĺĠi	EERING	O.E.
			Thursday, 16-05-2019 AM to 01:00 PM	ð		Max. Marks: 70
Instr	ucti	ons	s: 1) All questions are compulsory. 2) All questions carry equal marks.		.0	E. S.
Q.1		Ma	ole Choice Questions aterial Requirements does not include			14
,	(%)	c)	Material Price Inventory		Bill of Material Production schedule	2.5
NO PE	2)	a)	eakeven point is least affected by Selling Price Volume of production	,	 Fixed price Product mix	1810 P
	·	a) b) c)	oductivity increases when Input increases while output remain the Input decreases while output remain Output decreases while output remain Input & outputs increases proportional	the n th	same e same	OS BROWN
		is _. a) c)	e fundamental rethinking and radical r  Re-engineering Kaizen	b) d)	Total Reality Manage Six sigma	-
N. A.	5)(? (5)	a) b) c)	gonomics is a body of knowledge cond Human Abilities Design tools and machine system en Fitting the job or task to the person All of the above		.60"	07.07.00
2	6)	a)	nich of the following is considered as o A stretching programme Pre- work screening process	b),	rol for office ergonom Chair with greater ac Case of wrist Braces	ljustability
	7)	a)	cool-drink bottle is being weighed as it Operation cum Inspection Both a and b	b)	lled is an example of Operation cum Trans None of the above	sportation
	8)	a)	process charts, symbol used for inspectively Circle Arrow	b)	on is Square Triangle	
		stυ	e following factors must be considered ldy  Economic considerations		ile selecting work for Technical considerate	
	0	,	Human relations	,	All the above	
S.	10)		ork study is also recognized as		- Elle	
Ez.		,	Time study Both a & b		Motion study None of the above	

	11	)A systematic job improvement sequence	wil	Il consists of	
	• •	a) Motion study		Time study	
		c) Job enrichment	ď)	All the above	,O
	12	)A device used for lifting or levering objec	ts s	suspended from a hook with	6
		chains or cables is called		Z ^N	
		a) Portable elevator	- 67	Crane	
	40	c) Hoist	Prop.	Chain conveyer	
	13	The type of organization structure prefer	red	by steel industry is	
		<ul><li>a) Line organization</li><li>b) Functional &amp; staff organization</li></ul>		Strain Strain	
		c) Line & staff organization		E S	
		d) Line, staff and functional organization	1	, or	
	14	)Which one of the following chart gives si	mul	Itaneously information about	
		progress of work and machine loading of			
	Š	a) Process chart	b)	.0"	
	62	c) Machine load chart	d)		3
Q.2		rite Short Notes		~E)	14
D.	•	Principles of Motion economy		N. S.	2
7	_	Factors affecting productivity		OS PATIN BOS PATIN BOS OS PATIN BOS PATI	
Q.3		rite Short Notes		1/2/	14
		Need for work study Nature of Ergonomics		E. E.	
0.4		95			
Q.4	a)	What is method study? Explain flow proc method study.	ess	s chart and man-machine chart in	14
		OR	7	8	
	b)	What is ergonomics? Explain nature and	fac	ctors affecting ergonomics.	
Q.5	_	se Study.		0.	14
٦.٠		oductivity improvement measures can be	ro	Ch.	•
	(1)	redesign of operations, (2) automation	and	d mechanization,(3) use of mass	
		oduction, and (4) application of new to			3
- 1		ective in specific situations. However, in			Ò,
D.		propriate new technology may be fresification of customer demands result			
Eu.		oducts can be made in volumes large			
	Co	nsequently, when it comes to productive	/ity	improvements in manufacturing	
	CO	mpanies, the approach that is usually th	ne r	most effective is to focus on the	
		rk process itself. Improvements are th			
	op	erations and application of automation ar	id/o	or mechanization. The techniques	

for accurately evaluating the actual situation of a manufacturing process, identifying the potential for increased productivity, and identifying the approaches for making improvements fall within the scope of industrial engineering. Through continuous development and refinement, IE technology for many years has been applied to solve a variety of problems, and the technology is still effective. However, in today's world, not only because manufacturing processes have become more complicated but also due to more varied product mixes and greater diversification of customer requirements, the actual IE techniques must be adapted to each situation as they are applied. Industrial engineering techniques can be used for two main purposes: (1) to discover problem areas in the manufacturing process being studied, and (2) to solve those problems in a practical and concrete way. In this chapter, the use of

IE techniques in the audit stage of a productivity improvement project will be introduced as well as an actual case study of the application of IE techniques to achieve productivity improvements. The situation at company, a bathtub

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	_X	05
2)	Identify the Problem	E.	02
3)	Identifying Alternative Solutions	&,	05
4)	Give the Best solution	'0'.	02

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## M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019 Human Resource Management (Paper-III) INDUSTRIAL RELATIONS & LABOUR REGULATIONS

INDUSTRIAL RELATIONS & L	ABOUR REGULATIONS
Day & Date: Friday, 17-05-2019 Time: 10:30 AM to 01:00 PM	Max. Marks: 70
Instructions: 1) All questions are compulsory.	2
<ol><li>All questions carry equal marks.</li></ol>	,3 ⁵
Q.1 Multiple choice questions	్ట్ 14
1) The Factories Act 1948 came into force	
<ul> <li>a) 1st August 1948</li> <li>c) 1st April 1949</li> <li>2) The object of factories act is</li> <li>a) To give compensation to the workers</li> <li>b) To give wages to the workers</li> <li>c) To give provident fund to the workers</li> </ul>	s Z
<ul> <li>d) To regulate conditions of work in ma</li> </ul>	nutacturing unit
<ul> <li>3) Certifying officer means appoint perform all functions in industrial employ</li> <li>a) Factory inspector</li> <li>c) Labour commissioner</li> </ul>	2.0
<ul><li>4) The industrial employment standing ord</li><li>a) Conditions of welfare</li><li>c) Conditions of work</li></ul>	er deals with b) Conditions of employment d) Conditions of safety
<ul> <li>5) The trade unions act 1926 came into op</li> <li>a) 1st April 1926</li> <li>c) 1st April 1927</li> </ul>	b) 1 st June 1926 d) 1 st June 1927
6) is something paid as a gesture	
a) Wages c) Bonus	b) Salaries d) Increment
<ul><li>7) The Payment of wages act came into fo</li><li>a) 28th march 1937</li><li>c) 28th March 1936</li></ul>	rce from b) 28th March 1938 d) 28th March 1939
8) Following is not a benefit under The ES	C Act 1948
<ul><li>a) Accident benefit</li><li>c) Disablement benefit</li></ul>	b) Sickness benefit d) Medical benefit
<ul> <li>9) Workers get compensation for injury cau</li> <li>a) Workmen's compensation Act 1923</li> <li>b) ESIC Act 1948</li> <li>c) Factories Act 1948</li> <li>d) The Maternity Benefit Act</li> </ul>	Sell De Sell
10)Provident fund is the result of equal con	
<ul><li>a) Employer and trade union</li><li>c) Employer and government</li></ul>	<ul><li>b) Employer and employee</li><li>d) Employee and government</li></ul>
24.	it without any contribution from the
employees.	it will out any oblition from the
<ul><li>a) Provident fund</li></ul>	b) Gratuity
c) Pension	d) Compensation

	12)The workman's compensation	s a legisla	ation.	
	a) Wage legislation	b) Facto	ory legislation	
	c) Social security legislation	d) Com	pensation legislation	
	13) The Maternity Benefit Act came	e into existence in the	ne year	.0
	a) 1951	b) 1961	•	W.
	c) 1971	ď) 1981		16,
	14)The employees Deposit Linked	Insurance scheme	started in	. · ·
	a) 1976	b) 1975		2. S.
	c) 1977 🕙	,≪d) 1978	G.	5
Q.2	Write short notes on	ZV	S. S. R. H. L.	14
	a) Provident Fund Act 1952	V(0,	The state of the s	-
	b) Workman's Compensation Act	1923	26.	
Q.3	Write short notes on	O.P.	, o.'?"	14
<b>Q.</b> 0	a) Safety and welfare provisions (	inder Factories Act	1948	•
	<b>b)</b> Payment of Wages Act 1936	11401 1 40101100 7101	10.10	
0.4	60'	the importance on	industrial pages and	4./
Q.4	Define industrial relations. Explain	the importance on	industrial peace and	14
	harmony.	OB	2	8
D	Define labor walfare Evidenths a	OR	ille oo of lobour wolfors	, attack
100	Define labor welfare. Explain the d	ulies and responsit	nimes of labour welfare	e onicer.

A Vishnu textile mill is a spinning unit of 50,000 spindles. The main product is cotton yarn of 40 counts. The mill is situated in central India. MR. Raman who is the General Manager of the plant manages the unit. He is a B. tech of 1960 batch and is associated with the organization for the last 15 years. The plant started its production in the year 1989. The total strength the worker is 1750. All

the workers are on the regular rolls of Vishnu textile mills and majority of them belong to Bihar. The workers are not unionized but strong groups from particular

regions have influence on the workforce from a particular area.

Case study

Mr. Pawan joined the mill on 01.12.1995 as Trainee and he was promoted as Tester from 8.8.2000 in the ring department. He belongs to Chappra district of Bihar. On 25.9.2001, Pawan was taking charge of the night shift and there was some argument that took place with the evening shift, Mr. Babloo. Mr. Mahesh, shift officer intervened in the matter and the issue was resolved. Babloo is a resident of Balia in U.P. On 10.10.2001, in the night shift at around 1:30 am, Rakesh Kumar working as Tester in blow room met with an accident. His right arm came in to contact with the machine and he shouted for help. Pawan rushed to the spot and meanwhile 3 other workers of Speed frame and draw frame also reached the spot and started their effort to pull Rakesh from the machine, Mr. Mahesh, the shift officer with the timekeeper Mr. Kanhaiya Lal also joined them. There was blood all around. Mr. Mahesh intervened in between and took charge of the machine along with Mr. Gyan Singh, maintenance foreman. They were able to pull Rakesh Kumar out of the machine and in the meanwhile there were group of 50 workers gathered on the spot.

Kanhaiya took Rakesh to the hospital. Meanwhile there was an argument that started between Mr. Pawan and shift officer Mr. Mahesh that the machines are not safe and the management is not keen about the safety of workers. Mr. Radhey, Mr. Deendayal, Mr. Prabhu Prakash also joined Mr. Pawan. Pawan took an iron rod from the blow room and started shouting to all the workers to stop at the plant. He along with Mr. Radhey, Mr. Deendayal and Mr. Prabhu forced all workers to come out of the plant and damaged window glasses of the main hall. The whole issue took an ugly turn.

You are the Personnel Manager. How will you handle the situation and describe the legal as well as other actions to resolve the issue.

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### M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019 International Business (Paper – III) INTERNATIONAL MARKETING

		international	MARKETING	67
		ate: Friday, 17-05-2019	0	Max. Marks: 70
		0:30 AM to 01:00 PM	)	J.
Instru	ucti	<ul><li>ions: 1) All questions are compulsory.</li><li>2) All questions carry equal marks.</li></ul>	\$	RSI"
Q.1		noose the right option for following	20,2	. 14
	1)	immediate environment like sup	pliers, distributors, custon	ners and
	8	competitors. a) Macro environment	b) Local	
4	16.	c) Microenvironment	d) None of this	9
67	2)	The product is introduced with high initia	al price to skim the cream	of market
Z),		is		~0 ²
		a) Market Skimming	b) Market Share	Silv
	٥)	c) Disposal of surplus	d) Profit Maximization	1/2
	3)	studies populations in terms of a location and other statistics.	age, gender, race, occupa	tion,
		a) Economic	b) Cultural	E ST
		c) Demographic	d) Political	T.
	4)	is anything that can be offered t	o a market to satisfy a wa	nt or need.
		a) Price	b) Product	
		c) Brand	d) Promotion	
	5)	The activities of designing and producin product is	g the container or wrappe	r for a
	S.	a) Packaging	b) Product	
1	10	c) Brand	d) Labeling	e
P	6)	Under strategy the product is m	odified to suit the environr	ment of
Z.,		foreign market.	· · - 7 _G ,	,0 ¹
		<ul><li>a) Adoption</li><li>c) Development</li></ul>	<ul><li>b) Extension</li><li>d) None of these</li></ul>	100
	٦١	8	- V-	life evole
	1)	Saturation of sales in the stage ofa) Decline	in international product b) Maturity	ille Cycle.
		c) Growth	d) Introduction	76,
	8)	the forces which contribute grov	vth of international busine:	SS.
		a) Driving	b) Restraining	
	٥)	c) External	d) Internal	ion of ideas
	9)	is any paid form of non-persona goods by identified sponsor.	ii presentation and promot	ion of ideas,
		a) Sales Promotion	b) Trade fairs	
	20	c) Advertising	d) None of these	
,	10	Declining the sale in the stage of	_ in international product I	ife cycle.
90		a) Introduction	b) Growth	
Ello.	, a	c) Maturity	d) Decline	
-	11)	<ul><li>) includes economic, social, politi</li><li>a) Macro environment</li></ul>	cal / legal forces. b) Export	
		c) Import	d) Microenvironment	

	<ul><li>12) is also known as cost plus pric</li><li>a) Cost based</li><li>c) Market Oriented</li></ul>	ing, is a common method of pricing. b) Following competitor d) Negotiated	70
	<ul><li>13) Fast growth is sale in the stage of</li><li>a) Growth</li><li>c) Introduction</li></ul>	in international product life cycle. b) Decline d) Maturity	S.P.
	<ul><li>14) factors that affect consumer purc</li><li>a) Economic</li><li>c) Demographic</li></ul>	hasing power and spending patterns. b) Cultural d) Political	
Q.2	<ul><li>Write a short notes on</li><li>a) Global MIS and research</li><li>b) International product life cycle</li></ul>	O.O.	14
Q.3	<ul><li>Write a short answer on following</li><li>a) Social media and international marketine</li><li>b) International channel and innovation</li></ul>	ng _{Thistiph} s	14
Q.4	What is international marketing? Describe marketing environment.  OR  What are the global pricing objectives? Ex environmental influences on pricing decisions.	plain in brief pricing strategies and	12
Q.5	Case study - Analysis, Problem Identifi	cation, Alternations & Best	14

Solution Andrea IIIv is CEO of the global premium coffee company that bears his family's name. As one might expect, he is passionate about coffee - its science, its health benefits, its taste, its beauty. Illy also has a dream that someday soon the coffee market might be transformed into something approaching the market for wine. Where connoisseurs discuss the fine points of various origin coffees and blends, where customers are willing to pay a premium for the finest examples of the coffee-making art, and where the growers, roasters and baristas will be compensated fairly for the expertise they contribute to every cup. Unfortunately, the current coffee market differs from such an ideal. Coffee growers in most parts of the globe work at a barely subsistence level. One bad harvest (made all the more likely by the ravages of climate change) or a sudden decline in the commodity price of coffee can drop them below subsistence to hunger. Even in good times, growers have little incentive to improve their operation they have minor contact with the roasters or customers and no knowledge of how their crops get translated into the cup. This disadvantages not only the grower but also the consumer - coffee sourced from good quality beans is hard to find.

It believes that the solution to the sad state of affairs is to initiate a "virtuous circle" that draws the grower, the roaster, the barista and customer together. Growers with better knowledge of the market will work to improve their crops or experiment with new varieties. Roasters and preparers will educate their customers as to the qualities of various beans, roasts and preparations. Customers, in turn, will be willing to pay more for the best beans and that premium will be sent back up the chain to pay for even more quality and variety. And so on. Certainly there have been some positive signs. Indeed, many observers argued that a "third-wave" of transformation in the coffee market was already starting. (The first wave is said to have occurred when Maxwell House and Folgers made coffee a mass commodity, the second wave when Starbucks initiated a move to quality and higher prices.) Specialty coffee roasters had worked to build cafes and brands around origin-based beans sold directly to the roasters without reference to the commodity prices of coffee. With these third-

SLR-BJ
wave roasters, every coffee came with a story of its origins and growers could Joins origins and growers could premium for their beans. As yet, specialty 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. Illv's beautiful the third wave and help reshort necessarily have And the state of t as to a two wild collect a the state of the 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 ter-tage in the part of the pa his company. The most important thing was to make the coffee supply chain

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	- 63.55 F	#F	SLR-BJ-85
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### M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019

		Marketing Manag	gement (Paper – IV) JRAL MARKETING	- 10 J
		ate: Monday, 20-05-2019 ):30 AM to 01:00 PM		Max. Marks: 70
Instr	ucti	ions: 1) All questions are compulso 2) All questions carry equal m		8
Q.1		noose correct alternative Retailing is the final step of a) Production c) Display Activities involved in selling produc	of merchandise. b) Distribution d) Collection cts to final consumer are know	14 n as
A.	3)	<ul> <li>a) Retailing</li> <li>c) Franchising</li> <li>A location is a store located around.</li> <li>a) Freestanding</li> <li>c) Urban</li> </ul>	<ul><li>b) Wholesaling</li><li>d) Merchandising</li><li>l without any other competitive</li><li>b) Mall</li><li>d) Correct</li></ul>	retailer on the second
	4) 5)	played important role in evo a) Population c) Layout	blution of retail in India. b) Public Distribution S d) Formats	
N. S.	5) (6)	a) Shopping Mall c) Hypermarket	arket and a departmental store b) Convenience Store d) Franchising supermarkets where merchand	4
Ser		in parallel manner. a) Free c) Racetrack	b) Grid d) Spine	
	7)	<ul><li>can be defined as orderly, seputting stock on the floor.</li><li>Visual Merchandising</li><li>Store Design</li></ul>	bystematic, logical and intellige b) Layout d) Assortment	nt way of
	8)	A distinct, manageable group of printerrelated and substitutable to manageable group of printerrelated and substitutable to manageable group of printers.  a) Merchandise c) Private Label		
	9) ₍₀ )	is a two-way marketing proc services from rural to urban areas urban to rural areas, as well as the areas.	e flow of goods and services wi	vices from ithin rural
A ROPE TO SERVICE OF THE PERSON OF THE PERSO		<ul><li>a) Segmentation</li><li>c) Rural Marketing</li></ul>	<ul><li>b) Agricultural Marketing</li><li>d) Financial Marketing</li></ul>	
		"Ph.	°00.	Page <b>1</b>

	~ V	V OLIV DO	
	10)Rural market is large, diverse and	market.	
	a) Scattered	b) Homogeneous	0
	c) Fixed	d) Long	,0°
	11) has helped for sustainable develo	ppment of Rural Market.	Sv.
	a) Farming	b) Education	,
	c) Communication	d) Information Technology	
	12)Brand Association is mainly with colors,	numbers, and visuals and not	
	necessarily with the of the brand.		
	a) Name	b) Price	
	c) Sales	d) Product	
	13) is the most essential agricultural i	nput.	
	a) Tractor	b) Seed	
	c) Chemicals	d) Pumps	
	14)A for rural market should be short	t, simple, easy to pronounce, can be	
ó	remembered easily.	201	9
2	a) Distribution	b) Segment	8
D.	c) Brand name	d) Price	0
Q.2	Write Short Notes:	76, 75,	14
	a) Franchising	T S	
	b) 4 As of Rural Marketing	Z, Z	
Q.3	Write Short Notes:	KO B B KHIN'	14
<b>Q.</b> 0	a) Marketing of Agricultural Inputs	8.	
	b) Non Store Retailing	£	
0.4	a) What are the key drivers of retailing in In	7	14
Q.4	opportunities for Retailing in India?	dia and discuss challenges and	14
	OR	, Si ² ?	
	b) How rural markets are different than urba	an markets and what are challenges	
	and opportunities for marketers in rural r	-	
0 E	, \$V	Namou.	4.4
Q.5	Case Study:-	A Dia Dazaar kaya different legational	14
_ v	The hypermarkets in Hyderabad, Giant and		,S;
2,	strategies. Both started their hypermark expanding across India. They both chos		3)
Ep.	Hyderabad because customers in South Inc		
	chain concept. Moreover, Hyderabad is a c		
	conscious customers. Giant, the hypermai	E-3	
	isolated locality, whereas the Big Bazaar		
	district. Giant chose to be situated in an isol		
	alotiot. Clarit origine to be situated in all ison	atod lobulity bookies of	

- Cheaper real estate costs
- Absence of competition
- Availability of large space

Such a location has its disadvantages:

- It is difficult to attract first time and repeat customers
- People are not willing to travel long distances

But management thinks these difficulties can be offset by the utility, of the stores. The Giant offers a wide range of products at discounted prices. The utility of the store, management feels, will pull the people from longer distances. Giant also offers a wide range of groceries, which constitute a major part of the family budget. Management expects the availability of all groceries at cheaper rates draw repeat customers. With low maintenance and operating costs, Giant can be profitable even at low margins. Big Bazaar, however, is located in a central business district, in a shopping mall. Since it is located in a prime locality,

05

Josts are high
availability of space is less
The parking space is insufficient
The store is too far for people residing in suburbs
rement thinks that since Big Bazaar is located
sing and promotions budgets can be kent
advantage of '4his location. Big Baza
arel, textiles, and electronics at a calities purchase mainly
rs. As it is situated
inpetition. Sin 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 '4his 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 interstore 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?

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# M.B.A. (Semester – IV) (Old) (CBCS) Examination April/May-2019 Financial Management (Paper – IV)

			INVESTMENT MAI	ŅΑ	GEMENT	E.S.
			Tuesday, 21-05-2019 AM To 01:00 PM			Max. Marks: 70
Instru	ucti	ons	s: 1) All questions are compulsory 2) Figures to the right indicate full n	nark	ss.	V.
Q.1			ole choice questions :		.0	14
4	, S	a)	nds represent debt instrume Long-term Medium term	D)	Short-term Very long term	, S. S.
	2)	a)	e speculator is a horizon. Short planning Long planning		Very short planning Very long planning	, lasto
	3)		llowing does not constitute investmen Real estate Mutual funds	b)c	enues Share market Lottery ticket	N. W.
	4)	a) c)	is the value stated on the face Face value Premium value	,	ne bonds. Par value Discount value	T.
	5)	a) c)	does not carry any regular inte Floating rate bond Zero coupon bond	b)	payment. Straight bond Commodity linked bo	nd
AR S	6)		rrent yield = Annual interest / price Monthly interest / price		Annual income / price Monthly income / price	~
'.	7)		erest rate risk is also referred to as Market risk Convertible risk		Floating risk Non convertible risk	2/10/20
	8)	a) c)	is the largest credit rating age CRISIL ICAR	b)	in India. CARE ICRA	N.
	9)	a) c)	seeks to predict short term price. Fundamental analysis Company analysis	b)	novement. Technical analysis Industry analysis	
	10	a) b) c)	PM stands for Convertible Asset Pricing Model Current Asset Pricing Model Capital Asset Pricing Model Cash Asset Pricing Model		ak Manah	

			<i>X</i> ,		SLR-B	
		44) 5: 1	R. C.	23	SLR-B	J-86 📈
		11)Risks is classified as a) Systematic and unsys		The state of the s		00.
		<ul><li>b) Simple and un simple</li><li>c) Usual and unusual ris</li></ul>	k	2/N		Sign Sign Sign Sign Sign Sign Sign Sign
		<ul><li>d) Market and systematic</li><li>12)The commonly stated inv</li></ul>		re)	T. P.	V.
		a) Income c) Stability	100	o) Growth d) All of above	1	J-86 84 1
		<ul><li>a) Portfolio evaluation</li><li>c) Portfolio revision</li></ul>	v	olio again and b) Portfolio ex d) Portfolio as	ecution N	A. A
		14) are the determine	nants of persona I	al income. b) Education		
(	Q.2ِ أ	c) Career choice Write short Notes on:	E.	d) All of above	10,	14
S.S. WHAT	NOR.	<ul><li>a) Assumptions of Random</li><li>b) The risk-free rate is percentage.</li></ul>		ected rate of re	turn on the market	000
175		portfolio is 14 percent. The stock will provide an o	ne beta of the sto	ock Q is 1.25. I	nvestors believe tha	
S. S. B.	O 2	the stock.  Write short note on:	·	8.53 F.	, SF	14
3,	<b>u.</b> .3	<ul><li>a) Steps in financial process</li><li>b) Investment v/s speculation</li></ul>		°C,	I. E.	14
(	Q.4	Define risks. Write an explar	.50°.	fferent types of	frisks,	14
		Write an explanatory note or	<b>OR</b> n fundamental ai	nalysis and tec	hnical analysis.	Eng.
	Q.5	Case Study. The probability Distribution of	of the rate of retu	ırn on Rampras	sad and	14 HA
NH MK SS. SS.	2	Laxmanprasad is as under	NEW YORK	5		350
e e	The same of	State of Economy	Probability		Return	200
, j ²		Boom	0.30	Ramprasad L	axmanprasad 40	,
E. P.		Normal Recession	0.50 0.50	11 6	-2() N	
89.		Calculate Std devia	ation & variance.	SOLIS BROWN WAS S.	N. P.	
		N.	NO.		S. K.	
		, 6 ³ / ⁵	MAR		, S.	
		200	H ^Z	, S	R.C.	
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	DR.			Elle Control		
J.	C.	Calculate Std devia		N. N. S.		
		Calculate Std devia	.0	Sr.		
		, L ^o	20			Page <b>2</b> of <b>2</b>

Write an explanatory note on fundamental analysis and technical analysis					
The pr		f the rate of retu	rn on Rampra	asad and	
Laxma		E. S.	n		
′	6	V.	B		
	State of Economy	Probability	Rate	of Return	
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	Case S The pr Laxma	Case Study. The probability Distribution of Laxmanprasad is as under  State of Economy  Boom Normal Recession	Case Study. The probability Distribution of the rate of return Laxmanprasad is as under  State of Economy Probability  Boom 0.30	Case Study. The probability Distribution of the rate of return on Rampra Laxmanprasad is as under  State of Economy Probability Ramprasad Boom 0.30 16 Normal 0.50 11 Recession 0.50 6	

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# M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019 Production & Material Management (Paper – IV)

		QUALITY MANA	\ĞE	EMENT	No.	
		ate: Tuesday, 21-05-2019 :30 AM to 01:00 PM	)		Max. Marks:	70
Instru	ıcti	i <b>ons:</b> 1) All questions are compulsory. 2) Figures to the right indicate full n	nark	s.	9,	
Q.1		oose the appropriate alternative from			_	14
N. A. A. S.	10	In manufacturing, a measure of Exceller is quality. a) Deficiencies c) Defects  Total quality management (TQM) focuse	b) d)	Emergencies Lacunas	e from	000
		<ul><li>a) Employee</li><li>c) Both (a) and (b)</li></ul>	b) d)	Customer None of the above	270	
	3)	<ul><li>Which at the following level is responsib</li><li>a) Front Line Management</li><li>c) Middle Level Management</li></ul>	b)	meet quality objectiv Lower Level Manage Top Level Managem	ement	
	4)	According to Deming, Quality problems <ul><li>a) Management</li><li>c) Material</li></ul>		due to Method Machine	ş*	
	5) (5)	a) Juran c) Deming's		Ishikawa Cross by		6
ENER!	6)	Deming's philosophy gave poir a) Fifteen c) Twenty	b)	quality management Sixteen Fourteen	philosophy.	S
	7)	ISO 14001 provides elements of quality system. a) Manufacturing c) Environmental quality	ည်	ndards for ma Service quality All the above	nagement	
	8)	Six sigma is a business driven, multi dim a) Reducing Process Variability b) increasing customer satisfaction c) Continuous improvement Process d) None of the above	nens	sional structured appro	oach towards	
	9)	Quality circles are associated withtechniques.	n	nanagement and man	nufacturing	
	, 100	a) American c) German	b) d)	Japanese European		
MAR	10	In total quality services model, willingnes customers is called as	ss o	f employees to solve _l	problems of	
4		a) Responsiveness c) Empathy	b) d)	Assurance Reliability		

	<ul><li>11)Fish bone diagram is an example of</li><li>a) Cause</li><li>c) Control</li></ul>	and effect diagram. b) Reason d) Measure	50°
	<ul><li>12)Statistical quality control is also called</li><li>a) Statistical Cost control</li><li>c) Prevention Cost Control</li></ul>	b) Statistical Process Control d) Statistical Failure Control	3,
	13)The father of quality control is a) F. W. Taylor c) Philip Crosby	b) Joseph Juran d) Walter Shewhart	
	<ul><li>14) The objective of TQM systems is</li><li>a) Business Improvement</li><li>c) Continuous improvement</li></ul>	b) Process Improvement d) Consistent Improvement	
Q.2	<ul><li>Write short notes on</li><li>a) Quality Assurance and Quality Audit</li><li>b) Six Sigma</li></ul>	2/10/5/20	14
Q.3	Write short notes on a) ISO 9000 b) Quality Circles	A LIST LIST	94
Q.4	Explain the basic concepts of total quality? If and State how TQM can provide competitive <b>OR</b>		14
	<ul><li>Explain contribution of any two philosophers</li><li>a) Edward Deming</li><li>b) Joseph Juran</li><li>c) Daoru Ishikawa</li></ul>	s towards total quality management?	
Q.5	Case Study.		14

Crompton Greaves Ltd. (CGL) is an electrical and electronics company. CGL turnover has crossed Rs. 1000 crores mark in 1998. The company is currently embracing Total Quality Management. ISO 9000 certification has been achieved by 13 of the company's divisions and this has encouraged acceptance of TQM among the workforce. The union leaders at Kanjur Marg in Bombay see a direct link between the company's TQM programme and its ability to sustain the levels of quality required for the ISO audit. The plant in Kanjur Marg in Bombay has a history of labour problems, yet an exercise like TQM which is so demanding of teamwork involving both labour and management -is making inroads here. Workmen say at Kanjur plant of CGL, "The need to tighten up on the quality front is important to them because they would be directly affected if the competition gets ahead of us."

CGL was unaccustomed to rapid change and to adopt a management style which alters its whole way of thinking. CGL now requires very strong commitment from the top and unflagging enthusiasm from down the line. CGL is embracing TQM with zeal that is part forced and part spontaneous. "At Crompton Greaves, we of quality", says KK Nohria, managing director of the company.

Nohria has been known to promote programmes like this in the past. In 1984 he introduced "improvement management." Two years on, it was "value added management" aimed at reducing waste. Total quality control was propagated in 1988, substituted two years later by total quality management.

away from the traditional style with the top management taking it injury. IQM has percolated down to 70 per cent of CGL injury 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 the control of the contro

So hov	w did they make the change	eover and how successful h	nave they been?	
1.	Analyze the Case Identify the Problem Identifying Alternative Solu Give the Best Solution	72°	JŠ.	05
2.	Identify the Problem	, lo'	EN'	02
3.	Identifying Alternative Solu	itions	, ¹ / ₂ ³	05
4.8	Give the Best Solution	R.	. ರೆ	02
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			Human Resource Management	-	6/3	
Day 8	. D.	oto:	PERFORMANCE MANAGEMI Wednesday, 22-05-2019	EN I	Max. Marks:	70
			AM to 01:00 PM		Max. Marks.	70
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instru	ıctı		<ul><li>s: 1) All questions are compulsory.</li><li>2) All questions carry equal marks.</li></ul>		A. C.	
<b>~</b> 4	N.A	0.	· 67		,00	4 4
Q.1	139	htait	ole Choice Questions is the process of identifying a	nd re	eporting investments made in the	14
	62	hu	man resources of an organization the			
્ય	y		e conventional accounting practices.		- W	0
D.		,	Competency Mapping		Emotional Intelligence	2
Gr.		C)	Human Resource Accounting	d)	Human Research Audit	
	2)		an incentive payment plan, worker pa			
		,	Management	,	Profits Performance	
	_,	c)	Seniority	- 6	Performance	
	3)	<u>-</u>		ess	of designing assessment centre.  Plan Project	
		a) C)	Preliminary Job analysis	(q)	Freeze Dimensions	
	4)	٠,	62,	iotv.	to its programme members	
	4)	ag	ainst contingencies of modem life.	есу	to its programme members	
		-	Health& Safety	b)	Social Security	
	S	c)	Pension	d)	Labour Welfare	
,	5)	Th	e was introduced in the y	ear	1995.	
v)	>		Employee Pension Scheme	•	N.	8
D.			Employee Deposit Linked Insurance Provident Fund Act	Scr	neme	0.
Ep.		,	Payment of Gratuity Act		40	
	6)	,	rformance appraisal serves as buildi	na hl	locks of	
	Ο,		Recruiting		Career Planning	
		,	Manpower Planning		Selecting	
	7)		refers to the extra benef	its pr	rovided to employees in addition	
	,		the normal compensation paid in the	form	n of wage or salary.	
		-	Fringe benefits	,	Incentive	
		c)	Social security	d)	Bonus	
	8)		PC 2	in e	exchange for their contribution to	
			e organization. Wage	b)	Salary 🔊	
	-6	c)	Compensation	,	Incentives	
NA PART	9)	•	consists of an increase in ba	ise r	pay, normally granted once a	
6	W- /	ye	ar based on supervisory ratings of en			
Z.		a)	Incentive	b)	Merit pay	
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	<ul><li>10)Following is/ are the methods of F</li><li>a) Historical cost</li><li>c) Economical cost</li></ul>	HR Accounting: b) Replacement cost d) All of the above	
	manifests while performing the jol a) Performance	b) Potential	son which
	<ul><li>c) Abilities</li><li>12) is evaluation by boss,</li><li>a) 360 appraisal</li><li>c) Paired Comparison</li></ul>	d) Training peers and subordinates. b) Self d) BARS	K. K
	13)The Simplest method of job evaluranked in importance relative to a a) Job grading	uation is where each all other jobs. b) Point System	job is
MAR NO STATE OF THE PARTY OF TH	<ul><li>c) Job Ranking</li><li>14)Old age and retirement benefits in</li><li>a) Provident Fund</li><li>c) Gratuity</li></ul>	· · · · · · · · · · · · · · · · · · ·	SO SIN
GREAT Q.2	<ul><li>Write Short Notes on</li><li>a) Challenges to Remuneration</li><li>b) Human Resource Accounting</li></ul>	St. A.	7) ^{68°} 14
Q.3	<ul><li>Write Short Note</li><li>a) Methods of Job Evaluation</li><li>b) Old Age and retirement Benefits</li></ul>		14 24 14
Q.4	Define Incentives, explain different ty	pes of incentive schemes in d	etail. 14
S AND WHAT AS SO	Define Performance Appraisal. Explanation of the performance Appraisal.	pes of incentive schemes in do OR ain different methods of perform	mance of the state
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### 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:

- a) How do you evaluate the worker's appraisal in this case?
- b) 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 Manag GLOBAL HUMAN RESOU	3.3	780	
		ate: Saturday, 25-05-2019 :30 AM To 01:00 PM	,	Max. Marks:	70
Instru	ıcti	ons: 1) All questions are compulsory 2) Figures to the right indicate full r	narl	ks.	
Q.1	- 6.7	<b>I in the Blanks :</b> The extent of employment practices vari	ies f	from one area of Human Resource	14
E 1	S. C.	Management to another, in other words, higher than that of others.	the	e of some practices is	000
E.O.		<ul><li>a) Principles</li><li>c) Ethical code</li></ul>	,	Diffusability None of these	5
	2)	is information combined with and reflection.	exp	erience, context, interpretation	
		<ul><li>a) Technology</li><li>c) Intelligence</li></ul>	1.0	Knowledge Data	
	3)	involves defining what the asseperson is needed for it, and then consider a) International Recruitment c) International Training	erin b)		
ď.	4) (5)	refers to the social group of p on common ancestral, social, cultural or a) Department c) Ethnicity	nat b)	ole who identify each other based tional experience. Community None of these	50
A REPORT OF THE PROPERTY OF TH	5)	OECD stands for  a) Organization for Economic Co-opera b) Organization for Economic Committe c) Organization for Economic Co-opera d) Organization for Economic Committee	e a	nd Design and Design	00.
	6)	ILO stands for  a) International Living Outstanding b) Indian Labour Organisation c) Indian Living Organisation d) International Labour Organisation	8	nd Development	
	Ś	The MNCs request the professional organidates particularly for the senior exea) Head hunting c) Business Alliance	ecut b)	LD.	_•
A A A	8)	is the practice of basing some of overseas, so as to take advantage of lov		company's processes or services	
" BL		a) Outsourcing		Off shoring	

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13)	Under Region	centric Appraach MNCs	s emplo	ov people from the countries	
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14)	Which is/are	the cause(s) for low rep	resenta	ation of female expatriates?	
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a)	Criteria for re	cruitment and selection		N.	:8
<b>b</b> )	Tarrariem - S	afety & Global HR			-07.
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a)		1. Explain in brief the Im	npact of	f Inter country differences on	14
	Define GHRM	olitical and labor relation	ns.	f Inter country differences on	14
	Define GHRM HRM, legal P	olitical and labor relation O	ns. <b>R</b>		14
b)	Define GHRM HRM, legal Po Define Interna	olitical and labor relation  O  ational Staffing. Explain	ns. <b>R</b>	f Inter country differences on fittee the fitter than the fitt	14
b)	Define GHRM HRM, legal P Define Interna approach of li	olitical and labor relation O	ns. <b>R</b>		
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b) Cas	Define GHRM HRM, legal Post Define Interna approach of ling se Study Richard was set up a buyin	olitical and labor relation  O  ational Staffing. Explain  nternational staffing.  a 30 year old Americar  ng office in India. The n	ns. <b>R</b> in brie า Sent ew offi	f the Ethnocentric & Polycentric by his Chicago-based company, ce's main mission was to source	
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SLR-BJ

The expatriate manager decided to set up the office in the capital, New SLR-BJ-95

Located to set up the office in the capital, New 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 'always phoned to make firm and waiting for her'.

AND THE REPORT OF THE PROPERTY 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