[6118]-1

First Year M.B.A.
101-GC-01 : MANAGERIAL ACCOUNTING
(2019 Pattern) (Semester-I)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1) *All questions are compulsory.*
  2) *Each question carry equal marks.*

Q1) Solve any five   **[5×2=10]**

  a) What is journalising?

  b) State the rule of nominal account.

  c) What is meant by tangible & intangible assets?

  d) What is meant by break-even analysis?

  e) Define budget and budgetary control.

  f) Write two advantages of standard costing.

  g) What is prime cost?

  h) Write any four advantages of sole proprietorship.

Q2) Solve any two   **[2×5=10]**

  a) "All business transactions are to be recorded in terms of money only" explain.

  b) Explain the factors on the basis of which the capital expenditure is distinguished from the revenue expenditure.

  c) Discuss the various elements of cost and draw a chart and a statement to illustrate your answer.

P.T.O.

Q3) Solve any one: [1×10=10]

a) A book keeper has submitted you the following Trail Balance. You are required to prepare trading account, profit & Loss account for the year ending 31st March 2023 & Balance Sheet as on same date.

Trial Balance

as on 31ˢᵗ March 2023

Debit Balance	Rs.	Credit Balance	Rs.
Cash in hand	3,000	Capital	76,1000
Purchases	8,99,000	Sales	11,06,000
Cash at bank	88,500	Creditors	1,95,000
Fixtures and fittings	22,500	Bills payables	1,87,500
Freehold premises	1,50,000	Discount received	44,500
Lighting & heating	6,500		
Bills receivables	82,500		
Return inwards	3,000		
Salaries	1,07,500		
Debtors	5,70,000		
Opening stock	3,00,000		
Printing	22,500		
Rent	19,000		
Discount allowed	20,000		
	22,94,000		22,94,000

Additional Information:

a) Closing stock at the end of year amount Rs. 5,00,000

b) Outstanding wages was Rs. 1,00,000

c) Depreciation charges at the rate of 10% on fixtures.

OR

b) From the following data of Rohit Enterprises, prepare a cost sheet for the year 2022.

Particulars	Amt. (Rs.)
Opening stock of raw materials	3,00,000
Purchase of Raw materials	8,00,000
Closing stock of Raw materials	1,00,000
Carriage outward	8,000
Wages indirect	20,000
Salary :	
Office	50,000
Sales office	40,000
Other factory expenses	50,000
Trade fair expenses	20,000
Depreciation:	
Factory	30,000
Office	20,000
Selling	20,000
Direct salary	50,000
Advanced interest received	40,000
Custom duty paid for purchase of Raw material	5,00,000
Freight Inward	20,000
Direct wages	2,00,000
Other direct charges	50,000
Goodwill written off	5,000
Sales	20,00,000

Direct salary is to be allocated to factory, office and selling in the ratio of 2:1:2.

Q4) Solve any one: **[1×10=10]**

a) Profit and sales for the year 2021are as follows:

Profit ₹1,80,000 and sales ₹ 24,00,000. In 2022, the sales increased by ₹ 4,00,000 and the profit naturally increased by ₹ 80,000. As a cost accountant, from the above information you are required to analyse:

i) P/V Ratio.

ii) Sales required to achieve a profit of ₹10,00,000

iii) Sales at Break-even point.

OR

b) Sharp Co. Ltd. Furnishes the following information

	Rs.
Sales	10,00,000
Variable cost	6,00,000
Fixed cost	2,50,000

Company has appointed you as cost accountant, analyse the following:

a) P/V Ratio

b) BEP (Sales)

c) Profit/(Loss), When sales of Rs. 6,00,000

d) Sales, When profits of Rs. 1,00,000

e) Margin of safety.

Q5) Solve any one: **[1×10=10]**

a) A company is appointed you as finance executive. As a finance executive you are required to evaluate and prepare a cash budget for April, May and June 2022.

Months	Sales (₹)	Purchase (₹)	Wages(₹)	Expenses(₹)
Jan	80,000	45,000	20,000	5,000
Feb.	80,000	40,000	18,000	6,000
March	75,000	42,000	22,000	6,000
April	90,000	50,000	24,000	7,000
May	85,000	45,000	20,000	6,000
June	80,000	35,000	18,000	5,000

Additional information:

a) 10% of the purchases and 20% of the sales are for cash.

b) The average collection period of the company is ½ month and the credit purchases are paid regularly after one month.

c) Wages are paid half month and the rent of ₹ 500 included in expenses is paid monthly and other expenses are paid after one month lag.

d) Cash balance on April 1, 2022 may be assumed to be ₹ 15,000/-

OR

b) In Chetana manufacturing Co, chembur, production of a single product requires three operations viz. Assembly, Electrical and Mechanical The standard and the actual cost data relating to direct labour are as follows:

Operations	Standard		Actual	
	Hours	Rate (₹)	Hours	Rate (₹)
Assembly	100	3	120	2
Electrical	150	4	140	5
Mechanical	200	5	180	6
Total	450		440	

As a finance executive you are required to asess:

i) Labour Cost variance.

ii) Labour Rate variance.

iii) Labour Efficiency variance

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[6118]-2

First Year M.B.A.

102 - GC 02 : ORGANIZATIONAL BEHAVIOUR

(2019 Pattern) (Semester-I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   All questions are compulsory.

2)   Each question carries 10 marks.

3)   Figures to the right indicate full marks.

Q1) Answer any Five (2 marks each)   **[10]**

a)   Define Organizational Behaviour

b)   What are values.

c)   Define perception.

d)   Name two informal groups.

e)   List two advantages of cohesive groups.

f)   What is Eustress.

g)   What is workplace spirituality

h)   Define conflict.

Q2) Answer any two (5 marks each)   **[10]**

a)   Explain Maslow's theory of motivation

b)   Compare and contrast-Complementary and Cross transactions.

c)   Define stress. Name three behavioural, psychological and physiological consequences of stress.

Q3) Answer any one.   **[10]**

What are the major forces for change in current industrial scenario? What strategies for managing resistance to change would you recommend (Minimum 4 forces are expected)

<div align="center">OR</div>

What are the components of attitude? Discuss any two outcomes of job satisfaction.

Q4) Answer any one. **[10]**

For a group of newly appointed Engineers working at the shopfloor at TATA motors, which leadership style would you recommend? Justify your answer with relevant examples.

OR

Examine why collaborative approach is considered most appropriate conflict management strategy for organizations.

Q5) Answer any one. **[10]**

Enumerate four major challenges for organizational Behaviour with respect to advertizing industry. How can these challenges be addressed.

OR

Explain the concept of Hygiene factors and motivational factors in Herzberg two factor theory of motivation. How can the HR manager enrich the job of coders working in Hybrid mode in the ITES industry.

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[6118]-3

M.B.A.-I

GC 03-103 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2019 Pattern) (Semester-I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw diagrams wherever necessary.*

Q1) Answer any Five 2 marks each.   **[10]**

a) "Economics is a science of wealth" this definition of Economics given by _____.

b) Scarcity is the subject matter of economics. True/false

c) Define consumer surplus.

d) Which are the main types of elasticity of demand?

e) What is the marginal cost?

f) What is price leadership?

g) Consumption expenditure by households on goods and services which varies with income, is known as_____. Autonomus consumption or Induced consumption.

Q2) Answer any two (5 marks each)   **[10]**

a) Give the four properties of the Indifference curve.

b) Explain any one demand forecasting method.

c) Illustrate the factors affecting the marginal Efficiency of Capital.

P.T.O.

Q3) a) Elaborate various determinants of Demand.

<p align="center">OR</p>

b) Explain the five goals of mentioned in the Behavioural theory of cyert and march.

<p align="right">[10]</p>

Q4) a) Give the characteristics of perfect competition and elaborate how the price will be determine in the competitive market.

<p align="center">OR</p>

b) Discuss the Law of variable proportion considering one variable factor.

<p align="right">[10]</p>

Q5) a) Explain the different stages of Business cycle with diagram.

<p align="center">OR</p>

b) How the Government control the monopolistic situation?

<p align="right">[10]</p>

<p align="center">❖ ❖ ❖</p>

[6118]-4

M.B.A.- I

104-GC-04 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   All questions are compulsory.

2)   Figures to the right indicate full marks.

3)   Answer should be specific and to the point.

4)   Draw sketches wherever necessary with pencil.

5)   Graph paper will not be provided.

Q1) Attempt any FIVE.   **[10]**

a)   Define hypothesis. List the types of hypothesis.

b)   Define research? Why a research important in business.

c)   Define quota sampling explain with an example.

d)   Explain cross-sectional study design.

e)   Discuss the sources of secondary research.

f)   Mention two major differences between descriptive and exploratory research design.

g)   List the parametric tests.

h)   Define research design.

Q2) Attempt any TWO.   **[10]**

a)   Differentiate between primary and secondary research.

b)   Explain attitudinal Scaling in detail.

c)   Explain the different variables in research with suitable examples.

Q3) Attempt any ONE. [10]

a) Design a questionnaire to find the issues faced by students and teaching is online learning.

b) Design a sample design to assess e-commerce- A new buying perspective of consumers.

Q4) Attempt any ONE. [10]

a) Prepare hypothesis (Null & Alternate) for the following.

   i) Researcher wants to understand the advance effects of OTT platforms.

   ii) Researcher wants to know awareness of agriculture drone among the farmers.

b) Dr. Sathe a renowned doctor is researching the height of class 8th students. Dr. Sathe has gathered 12 students but wants to know which maximum category is where they belong. Draw a histogram and determine which category is more prominent in the height level.

No.	1	2	3	4	5	6	7	8	9	10	11	12
Height	142	143	145	145	147	152	143	144	149	141	138	143

Q5) Attempt any ONE. [10]

a) Develop a research proposal on success of digital payment method followed in India.

b) Develop a research proposal on rising cardiac arrests among youth.

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[6118]-5
M.B.A. - I
105 - GC - 05 : BASICS OF MARKETING
(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1) *All questions are compulsory.*
   2) *Figures to the right indicate full marks.*
   3) *Make necessary assumptions wherever required.*
   4) *Draw neat labelled diagram to support the answers.*

Q1) Solve any 5:   **[2 marks each]**

   a) Define need, want, demand and customer value

   b) If performance exceeds consumer expectations, the consumer is
      _____.

      i)   Satisfied   ii) Dissatisfied

      iii) Happy   iv) Delighted

   c) The buying process starts when the buyer recognizes a _____

      i)   Product or service   ii) Shop or market

      iii) Need or problem   iv) Money or status

   d) Explain full market coverage

   e) Define Individual marketing

   f) USP i.e. Unique Selling Proposition help in creating top of mind awareness
      in customers.

      i)   True   ii) False

   g) Identify the correct sequence

      i)   Introduction, Growth, Maturity, Decline

      ii) Growth, Maturity, Decline, Introduction

      iii) Introduction, Maturity, Decline, Growth

      iv) Introduction, Decline, Growth, Maturity

   h) Explain Brick and Click Model.

                                                                                             P.T.O.

Q2) Solve any 2: **[5 marks each]**

   a)   Identify the various bases of market segmentation which can be done for wrist watches.

   b)   Examine the various factors in the macro environment which must be kept in mind while designing marketing strategies of Electric Vehicle for Indian market? Elaborate with real life examples.

   c)   Describe the meta market for car as a product.

Q3) Solve any 1: **[10]**

   a)   Compare and contrast the company orientations towards the market place. Explain their implications for business success.

<div align="center">OR</div>

   b)   Tata Motors ltd is coming up new passenger vehicle product Portfolio to beat the competition in all possible way for business sustainability. Examine the factors influencing the macro marketing environment of TATA Motors. Take necessary assumptions to support your answer.

Q4) Solve any 1: **[10]**

   a)   Analyse the term "Post purchase behaviour", "Moment of truth", "Zero moment of truth with reference to selection of a smart phone

<div align="center">OR</div>

   b)   Analyse the concept of differentiation and positioning and explain the same with reference to various TV channels.

Q5) Solve any 1: **[10]**

   a)   Zoom bikes is planning a new product launch of electric bikes in India. Explain regular and extended marketing mix that will help the company to succeed in Indian market?

<div align="center">OR</div>

   b)   Explain Buyer Decision Making Process for Insurance policy by an organization for higher education of girl child.

<div align="center">✈   ✈   ✈</div>

[6118]-6

M.B.A.

106 - GC - 06 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

   1)   All questions are compulsory.

   2)   Figures to right indicate full marks.

   3)   All questions carry equal marks.

Q1) Solve any <u>five</u> :   **[10]**

   a)   Recall the definition of search Engine.

   b)   State the concept of Reintermediation.

   c)   Define the term Digital Economy.

   d)   Define M commerce.

   e)   Write a note on 'E-catalog'.

   f)   Identity the examples of any two Mobile Games.

   g)   Recall the example of any two E-learning apps.

   h)   Recollect the definition of E-Auction.

Q2) Solve any <u>two</u> :   **[10]**

   a)   Compare & contrast 'Traditional Travel Vs online Travel'.

   b)   Compare & contrast 'Click & Mortar Vs Brick & Click business.

   c)   Elaborate on major drivers of E-commerce.

P.T.O.

Q3) Solve any one :   **[10]**

    a)   'A payment gateway is a technology used by merchants to accept debit or credit card purchase from customers'. Discuss.

    b)   Appraise the significance of IoT in India. Illustrate with various applications of IoT.

Q4) Solve any one :   **[10]**

    a)   Fintech is used to help business owners & consumers better manage their financial operations. Elaborate on importance & applications of Fintech in India.

    b)   Demonstrate how E-Voting works. Support with diagrammatic representation.

Q5) Solve any one :   **[10]**

    a)   You are appointed as a consultant for designing the online stock trading app. Design a business model for the same.

    b)   You are appointed as a consultant for designing an online app for the dentist. Design a suitable business model for the same.

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[6118]-7

First Year M.B.A.
107 GE-UL-01 : MANAGEMENT FUNDAMENTALS
(2019 Pattern) (Semester - I)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   *All questions are compulsory and carries equal marks.*
  2)   *Draw neat diagram and state suitable examples wherever needed.*

Q1) Answer any 5 out of 8 :   **[5×2=10]**

  a)   Define Benchmarking

  b)   What is MBO

  c)   What is grid analysis

  d)   Explain the concept of chain of command

  e)   List any 6 managerial competencies

  f)   Define planning

  g)   What is virtual organisation

  h)   Any two importance of decision making

Q2) Answer any 2 out of 3 :   **[2×5=10]**

  a)   "The role of manager is changing in today's changing business world" - Discuss the statement.

  b)   Analyse various factors affecting structural choice in an organisation.

  c)   An effective decision making is a process not an activity. Justify the statement by explaining the process.

Q3) Answer the following :   **[10]**

   a)   Define organisation. Discuss any three types of traditional organisation
        design with an example.

                                    OR

   b)   "Controlling is fundamental function that ensures work accomplishment
        according to plan" Analyze this statement and outline the steps involved
        in controlling.

Q4) Answer the following :   **[10]**

   a)   Do you think that "MBO makes sure that goals and resources are
        co-ordinated". Comment also state merits and demerits of MBA.

                                    OR

   b)   State and analyze the factors affecting structural choice of automobile
        manufacturing organisation.

Q5) Answer the following :   **[10]**

   a)   Explain decision-making styles and also highlight some important biases
        and errors in decision-making.

                                    OR

   b)   Elucidate the concept of boundary less organization and virtual
        organization structure with example.

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[6118]-8

M.B.A.

GE-UL-108 : Indian Economy

(108) (2019 Pattern) (Semester - I)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates :

   1)   *All questions are compulsory.*

   2)   *All questions carry equal marks.*

   3)   *All questions carry internal options*

Q1) **Answer any 5 of the following :**   **[5 × 2 = 10]**

   a)   Poultry comes under which sector of economic activity.

      i)   Primary

      ii)   Secondary

      iii)   Tertiary

      iv)   Quternary

   b)   What is inequality

   c)   What is the full form of 'NABARD'?

   d)   What is unemployment?

   e)   For the growth of _____use of HYV seeds was beneficial.

      i)   Rice

      ii)   Barley

      iii)   Wheat

      iv)   Pulses

P.T.O.

f) The four goals of five year plans includes.

   i)   Growth

   ii) Modernlization

   iii) Self Reliance

   iv) All of the above

g) What is mixed economy?

h) What is GDP?

Q2) **Solve any 2 :**   **[2 × 5 = 10]**

   a) Write a note on unorganized credit system

   b) Write a note on Problems of SSJ

   c) Write a note on 'Green Revolution'

Q3) **Solve any One :**   **[1 × 10 = 10]**

   a) Explain 3 achievements and 2 failures of economic planning in India.

   OR

   b) How do you differentiate between primary sector and secondary sector.

Q4) **Solve any One :**   **[1 × 10 = 10]**

   a) Explain the role of agriculture in Indian economy.

   OR

   b) Why human development is necessary for overall economic development.

Q5) **Solve any One :**   **[1 × 10 = 10]**

   a) Write a detailed note on 'Poverty in India'

   OR

   b) Critically examine the impact of globalization with reference to industry & trade in 'Indian Economy'

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[6118]-9
First Year M.B.A.
ED-109 GE - UL - 03 : ENTREPRENEURSHIP DEVELOPMENT
(2019 Pattern) (Semester - I)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   *All questions are compulsory.*
   2)   *Figures to the right indicate full marks.*

Q1) Answer any 5 out of 8.   **[10]**

   a)   Define the concept "Entrepreneurship"?

   b)   Name any two methods of Entrepreneurial Training?

   c)   Describe any four importance of Entrepreneurial training.

   d)   Define Innovative Entrepreneur?

   e)   What is Mobility of Entrepreneurs?

   f)   State any four functions of DIC?

   g)   List the four problems of Entrepreneurs?

   h)   Define the term "Entrepreneurial change"?

Q2) Answer any 2 out of 3.   **[10]**

   a)   Explain why Entrepreneurial Training is important for Entrepreneurship Development?

   b)   How can you describe "Innovation and Entrepreneurship?

   c)   Discuss the Role of EDII for Entrepreneurship Development.

Q3) Answer any one of the following. **[10]**

   a) Illustrate the various Training methods for Entrepreneurship Development?

                              OR

   b) "Innovation and Entrepreneurship" goes hand in hand. Justify?

Q4) Answer any one of the following. **[10]**

   a) Outline the Objectives of NIESBUD for Entrepreneur Development?

                              OR

   b) What problems are facing the Indian Entrepreneurs. Explain?

Q5) Answer any one of the following. **[10]**

   a) Evaluate the role of EDII in Entrepreneur Development?

                              OR

   b) In India, young Entrepreneurs face a number of Problems but they have bright prospects in Indian Economy-Elaborate?

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[6118]-10

M.B.A.

110 GE-UL-04 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS

(2019 Pattern) (Semester - I)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All the questions are compulsory.*
2) *Figure on the right indicates full marks.*

Q1) **Answer any 5 (Two mark each) :** **[10]**

a) Different people of ten react differently to the same situations. In psychology, it is referred to as

   i)   Nativism

   ii) Individual differences

   iii) Multiple determinants

   iv) None of the above

b) Define Memory

c) Define sensing

d) Mention the different areas of specializations in psychology

e) Name any two parts of a neuron

f) Define Heredity

g) Where the word "Psychology" come from?

   i)   Italian

   ii) Greek

   iii) Latin

   iv) None of the above

P.T.O.

Q2) **Answer any 2 (Five mark each) :** **[10]**

a) write note on -Schedules of Reinforcement.

b) Review the components and structure of language.

c) Explain the processes of encoding, storage, and retrieval

Q3) **Answer any 1 :** **[10]**

a) What is thinking? Describe the types of thinking and its impact on human Psychology

b) Describe the human process to get information from the outside world into our brains.

Q4) **Answer any 1 :** **[10]**

a) Define the term psychology and discuss the history and scope of psychology

b) List the contributions made by Wilhelm Wundt to the field of psychology

Q5) **Answer any 1 :** **[10]**

a) Explain how is sensory adaptation essential for everyday psychological functioning?

b) Explain how does transfer of learning work in the process of learning and describe learning by observing models.

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[6118]-11

First Year M.B.A.

111-GE-UL-05 : LEGAL ASPECTS OF BUSINESS

(2019 Pattern) (Semester - I)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Marks are indicated in brackets.*

Q1) Define any 5. **[5×2=10]**

a) Company.

b) Valid contract.

c) Holder in due course as per Negotiable Inst. Act.

d) Unpaid Seller.

e) Agent as per contract of agency.

f) Trademark.

g) Bill of exchange.

h) Consumer as per consumer protection act.

Q2) Answer any Two. **[2×5=10]**

a) Distinguish between promissory note and Bill of exchange.

b) Explain Implied contract and express contract.

c) Explain the methods of delivery of goods according to sale of goods act 1930.

Q3) a) State briefly the duties of an agent to the principal as per the contract of agency. **[10]**

b) Explain the District forum in detail as per the consumer protection act 1986. **[10]**

Q4) a) Explain the term "e-comerce" and "e-governance" with reference to Information Technology act 2000. **[10]**

OR

b) In what different ways may a negotiable instrument be dishonoured? What are the duties of holder of a dishonoured bill? **[10]**

Q5) a) Discuss the provisions of information Technology Act 2000 relating to Digital Signature Certificate. **[10]**

OR

b) Explain rights of an unpaid seller against goods and against person as per sale of goods act. **[10]**

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[6118]-12

F.Y. M.B.A.

112 GE-UL-06 : DEMAND ANALYSIS & FORECASTING
(2019 Pattern) (Semester - I)

Time : 2 Hours]   *[Max. Marks : 50*

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

Q1) Answer any Five (2 marks each) :   **[10]**

a) Explain the significance of Demand Forecasting?

b) What is Firm Level Forecasting?

c) Describe Expert Opinion Method.

d) What are the different Qualitative Forecasting Methods?

e) What is trend Analysis?

f) Explain Income Elasticity of Demand with suitable example.

g) What is cash flow forecasting?

h) Define simple moving average.

Q2) Answer any Two (5 marks each) :   **[10]**

a) Summarize qualitative methods of demand forecasting used by Marketing manager.

b) Why do you think forecasting is important?

c) Outline the steps involved in New Product Forecasting.

Q3) Answer any One (10 marks each) :   **[10]**

   a)   What is raw material planning?

<div align="center">OR</div>

   b)   Explain five techniques of Qualitative research with appropriate example.

Q4) Answer any one (10 marks each) :   **[10]**

   a)   List different Exponential Smoothing Methods and elaborate it with appropriate examples.

<div align="center">OR</div>

   b)   What are the 5 benefits of forecasting? Explain in detail.

Q5) Answer any One (10 marks each) :   **[10]**

   a)   Historical demand for a product is :

Month	Demand
January	13
February	12
March	16
April	13
May	17
June	16

Using a simple three-month moving average method, find the July forecast.

<div align="center">OR</div>

   b)   India's passenger vehicle sales grew 26.7% in the fiscal year 2022-23, as chip shortages eased and demand for sport utility vehicles (SUVs) surged, auto industry body SIAM data showed. Explain this growth in the light of 4 components of time series.

<div align="center">▽ ▽ ▽ ▽</div>

[6118]-21
First Year M.B.A.
201 - GC07 : MARKETING MANAGEMENT
(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1) Draw neat labelled diagram whenever necessary.
  2) Figures to right indicate full marks.
  3) Attempt all questions.

Q1) Solve any five questions: **[10]**

  a) Define a 'Brand'.

  b) Enlist different levels of product.

  c) Memories concept of 'Marketing channel'

  d) Recall definition of sales promotion.

  e) What are 2 parties involved in franchise agreement.

  f) A newly launched restaurant has sets price higher than other establishment in the area which pricing strategy is used by the restaurant.

  g) Define test marketing.

  h) Memorise concept of marketing audit.

Q2) Solve any two: **[10]**

  a) Differentiate between push & Pull strategy.

  b) Compare & contrast advertising vs publicity.

  c) Compare & contrast advertising vs personal selling.

Q3) Solve any one : **[10]**

    a)   Design suitable distribution channel for a company manufacturing & selling 'LCD TVs'.

    b)   Design suitable distribution channel for a company manufacturing & selling 'Hair oil'.

Q4) Solve any one : **[10]**

    a)   Formulate promotion Mix for a religious serial to be launched on 'Sony TV'.

    b)   Formulate a promotion Mix for a new online job portal in India.

Q5) Solve any one: **[10]**

    a)   Design a marketing plan for a company launching a new jewellery chain of retail.

    b)   Design a marketing plan for a company offering 'Fashion retail brands'.

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[6118]-22

M.B.A.

202 : GC-08 : FINANCIAL MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Attempt all questions.*

2) *Use of simple (non programmable) calculator is allowed.*

3) *All questions carry 10 marks each.*

Q1) Explain in brief (any 5) :   **[2 × 5 = 10]**

a) What is cost of Debt?

b) What is a "Common size statement"?

c) What is the meaning of 'capital Budgeting'?

d) What are the functions of a finance manager.

e) Explain the concept of 'probability Index'.

f) What is the significance of P/E Ratio?

Q2) Write short notes on (Any Two) :   **[2 × 5 = 10]**

a) Factors affecting working capital.

b) Profit maximisation & wealth maximisation.

c) Various sources of Finance.

d) WACC (Weighted Average of Cost of Capital).

Q3) The operating income of m/s. Rahul & Associates Ltd. amounts to Rs. 1,86,000 it pays 35% tax on its income, its capital structure is as given **[10]**

14% Debentures	Rs. 5,00,000
15% preference shares	Rs. 1,00,000
Equity shares (of Rs. 100 each)	Rs. 4,00,000

P.T.O.

a) Determine the firm's EPS.

b) Determine the % change in EPS associated with 30% increase & 30% decrease in EBIT.

c) Determine Degree of financial leverage at current level.

<div align="center">OR</div>

M/s. Sharupriya Associates are considering a new project for which the investment data is as given :

Capital outlay   Rs. 2,00,000

Depreciation   @ 20% p.a.

Forecasted annual income before charging depreciation, but after all other charges are as follows :

Year	Rs.
1	1,00,000
2	1,00,000
3	80,000
4	80,000
5	40,000
	Rs. 4,00,000

on the basis of available data. Calculate the following :

a) Payback period

b) Rate of Return on original investment

c) I R R

Q4) From the following information, prepare a summarised balance sheet as on March 31ˢᵗ **[10]**

a)	Working capital	Rs. 1,20,000
b)	Reserves & surplus	80,000
c)	BOD	20,000
d)	Fixed Assets to proprietary ratio	0.75
e)	Current Ratio	2.5
f)	Liquidity Ratio	1.5

Summarised balance sheet as on 31st March

Liabilities		Assets	Rs.
Share capital	_____	Fixed Assets	_____
Reserves & surplus	_____	Stock	_____
Bank overdraft	_____	Current Assets	_____
Sundry creditors	_____	(Other than stock)	
	_____		_____
	_____		_____

OR

Using the information & format given below, compute the balance sheet items for a firm having sale of Rs. 36,00,000

Sales / Total Assets	3
Sales / Fixed Assets	5
Sales / Current Assets	7.5
Sales / Inventories	20
Sales / Debtors	15
Current Ratio	2
Total Assets / Net worth	2.5
Debt / Equity	1

Balance sheet as on _____

Liabilities	Amt. (Rs.)	Assets	Amt. (Rs.)
Net worth	_____	Fixed Assets	_____
Long-term debt.	_____	Inventories	_____
Current - liabilities	_____	Debtors	_____
		Liquid Assets	_____
	_____		_____
Total Rs.	_____	Total Rs.	_____

Q5) The shares of century Textile Ltd. are selling at Rs. 20 per share company paid Rs. 2 per share dividend last year. The estimated Growth of company is approximately 5 percent per year **[10]**

a) Determine the cost of equity capital.

b) Determine the estimated market price of equity shares if anticipated growth rate :

    i) Rises to 8% &

    ii) Falls to 3 (Ignore dividend tax)

<div align="center">OR</div>

X Ltd. is considering three different plans to finance its total project cost of Rs. 100 lakh. The plans are Plan - A, Plan - B & Plan - C.

	Plan-A	Plan-B	Plan-C
Equity capital (Rs. 100 per share)	50	34	25
10% Debentures	50	66	75
	100	100	100

(Rupees in Lakhs)

Sales for the first 3 years of operations are estimated at Rs. 100 lakh, Rs. 125 lakh & Rs. 150 lakh respectively & 10% Profit before interest & Taxes is forecasted. Company pays 35% Tax.

Calculate EPS in each of these 3 alternative Financing plans & Comment.

<div align="center">⌘⌘⌘</div>

[6118]-23

First Year M.B.A.

GC -09, 203 : HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) Assume suitable data if necesary.

2) Figures to the right indicate full marks.

3) All questions are compulsory.

4) All questions have internal options.

Q1) Solve any Five   **[5×2=10]**

a) Explain the line and staff role of HR manager

b) Differentiate between personnel department and HRM.

c) Elaborate the objectives and scope of HRM.

d) What all are the various features of manpower planning?

e) Explain the limitations of performance appraisal.

f) Difference between job enlargement and job enrichment.

g) What are the characteristics of profit sharing plan?

h) Why job enrichment is needed in an organization? Discuss its methods.

Q2) Solve any two: **[2×5=10]**

a) What are factors affecting the human resource planning? State the benefits of human resource planning in organizations

b) What sources of recruitment will you recommend for the appointment of the management personnel? Why?

c) Write the job description and job specification for the post of HR Manager.

d) Explain the concept and need of Human Resource Information System in an organizational set up

Q3) Solve any one: [10]

a) Abhinja, the owner and manager of a company with ten employees, has hired you to take over the HRM function so she can focus on other areas of her business. During your first two weeks, you find out that the company has been greatly affected by the up economy and is expected to experience overall revenue growth by 10 percent over the next three years, with some quarters seeing growth as high as 30 percent. However, five of the ten workers are expected to retire within three years. These workers have been with the organization since the beginning and provide a unique historical perspective of the company. The other five workers are of diverse ages. In addition to these changes, Abhinja believes they may be able to save costs by allowing employees to telecommute one to two days per week. She has some concerns about productivity if she allows employees to work from home. Despite these concerns, Abhinja has even considered closing down the physical office and making her company a virtual organization, but she wonders how such a major change will affect the ability to communicate and worker motivation. Abhinja shares with you her thoughts about the costs of health care on the organization. She has considered cutting benefits entirely and having her employees work for her on a contract basis, instead of being full-time employees. She isn't sure if this would be a good choice. Abhinja schedules a meeting with you to discuss some of her thoughts. To prepare for the meeting, you perform research so you can impress your new boss with recommendations on the challenges presented.

Questions

i) Point Out which changes are occurring in the business that affect HRM.

ii) What are some considerations the company and HR should be aware of when making changes related to this case study?

iii) What would the initial steps be to start planning for these changes?

iv) What would your role be in implementing these changes? What would Abhinja's role be?

OR

b) What do you understand by (HRP) human resource planning? Explain the various steps in the Human Resource Planning Process (HRP)

Q4) Solve any one. **[10]**

a) Analyse the problems in online and off line recruitment. Explain the various sources of recruitment adopted in Indian Corporate.

OR

b) Kanchan Furnace is a steelplant and working conditions here are considered as the worst. The place of work is smoky, full of dust, very hot with insufficient ventilation and fresh air. However as per job evaluation, "Physical ability" and "working conditions" are given lower weightages compared to "skill", "responsibility", etc. As a result most of the Kanchan Furnace jobs are paid relatively low. The turn over of employees from this section is the highest. Some fell sick, some resigned and many managed to get a posting to other sections. A crisis has now arisen in a steel plant located in Tumkur, Karnataka. There are 25 vacancies and not a single applicant applied for this job despite 3 advertisements and internal circular

Questions:

i) As chief of personnel how do you tackle this issue?

ii) Will you advise management to revise the job evaluation criteria?

iii) Could it be advisable to recommend increased wages of Furnace jobs as an exception from others?

Q5) Solve any one. **[10]**

a) Enumerate the points to be considered pertaining to organization of on the job and off the job training programs for supervisors in manufacturing sector.

OR

b) Unique Funds Ltd. Is a reputed finance company having 10 branches in different parts of the country? Its staff includes 290 operative employees and 70 executives. The company has a performance rating plan under which the staff members are rated at the end of each financial year by a committee of two executives by means of graphic scale. The qualities considered are: responsibilities, initiative, dependability, leadership potential, cooperative attitude and community service. After the performance is evaluated, the ratings are discussed with the concerned

employees by their immediate boss and are used to counsel them and arrange further training for them. The ratings are also used for granting or withholding of increments and promoting of Meritous staff. Recently, two employees working at the Head Office have been denied annual increments due to comparatively low ratings. They have made a representation the Chief Executive of the company expressing their dissatisfaction with the appraisal system and insisting that community service is not a part of their job and it should not influence their ratings. The employees seem to organise a union and demand that annual increments should be granted automatically. The Chief Executives feels that performance appraisal is a dangerous source of friction and it should be discontinued altogether.

Questions:

a) If you were the Human Resource Manager, how would you defuse the problem?

b) How far do you agree with the Chief Executive's view that performance appraisal should be discontinued?

c) On what lines would you recommend modifications in the performance appraisal system of the company?

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[6118]-24
M.B.A. - I
GC-10-204 : OPERATIONS & SUPPLY CHAIN MANAGEMENT
(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *All questions has an internal options.*
3) *All questions carry equal marks.*
4) *Use of only simple calculator is allowed.*

Q1) Attempt any 5 from the following 8 questions.   **[10]**

   a) Memorise & quote the significance of supply chain management (any four).

   b) Recall the concept of internal customer.

   c) Define lean management.

   d) State the importance of process product matrix.

   e) Define 'Demand forecasting'.

   f) Recite the concept of inventory turn ratio.

   g) Enumerate any four enablers of SCM.

   h) List the roles of production planning & control.

Q2) Attempt any 2 from the following 3 questions.   **[10]**

   a) Discuss the scheduling of job shop & flow shops.

   b) Compare product layout & process layout.

   c) Explain the ethical & environmental issues of operations management.

Q3) a) "Role of PPC is to optimize the utilization of 5m's of input of operations" comment.   **[10]**

OR

   b) Illustrate the challenges in supply chain collaborations.

P.T.O.

Q4) a)

Part Number	Annual Demant	Per unit cost (in Rs.)
SD127	7500	89
PS 237	4502	06
AS 457	1500	82
PK 547	3502	14
AT 347	2605	76
AY 437	2704	45
AU 807	1540	55
AI 657	1130	33
AO 537	9290	65
VS 437	8720	17

Classify the material as per ABC analysis & draw the pareto chart. **[10]**

OR

b) Explain the concept of MRP. Infer the importance of input & output files of MRP system. **[10]**

Q5) a) Design the generalised supply chain management model for toy manufacturing company. **[10]**

OR

b) Summarise the aggregate production planning process with suitable example.

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[6118]-25

F.Y.M.B. A.

207-GE-UL-07 : CONTEMPORARY FRAMEWORKS IN MANAGEMENT

(2019 Pattern) (Semester-II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Figures to the right indicate full marks.*

Q1) Answer any five questions.   **[10]**

   a)   What is amygdala?

      i)   The brain

      ii)   An area of the brain said to be linned to emotions.

      iii)   Something that stops us going mad.

      iv)   The area of the brain that makes us different from apes.

   b)   What do you mean by the concept of inside-out?

   c)   What is a habit?

      i)   An everyday thing that make or breake us.

      ii)   A routine

      iii)   A result of what we do.

      iv)   A schedule we follow.

   d)   The book Good to Great is written by-

      i)   Daniel Goleman.

      ii)   Jim Collins

      iii)   Stephen Covey

      iv)   John Maxwell

   e)   Intuitive leaders are Headers of _____

      i)   Situation

      ii)   Trends

      iii)   Themselves

      iv)   All the above

   f)   Which of the following habits is not included in public victory habits?

      i)   Synergize

      ii)   Seen first to understand ...... then to be understood.

      iii)   Sharpen your saw

      iv)   Think win-win

g) A team is dysfunctional when it _____ to accept responsibilities and come to any agreements, resulting in negative morale.

    i) Excels

    ii) Encounters

    iii) Struggles

    iv) Get motivated

h) Explain the law of respect.

Q2) Answer any two questions. **[10]**

a) Discuss the three circles of hedgehog concept.

b) Why is it important to understand first and then to be understood?

c) As per the law addition, what can a leader do to add value to others?

Q3) Answer any one questions.

a) Trust is the foundation of leadership. Explain this statement with reference to the law of solid grounds. **[10]**

b) Explain in details the concept of 'stochdale Paradox. **[10]**

Q4) Answer any one questions. **[10]**

a) Why is it important for individuals to sharpen the saw? What are the various ways adopted for sharpening the saw?

b) Evaluate the five dimensions of trait E1 model. **[10]**

Q5) Answer any one questions.

a) Discuss any three laws that according to you are essential for being a good leader. Justify your answer. **[10]**

b) You are a team leader and you have noticed that your team member avoid accountability that leads to poor functioning of a team. What will you do so that team members will not avoid accountability? **[10]**

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[6118]-26

First Year M.B.A.

208 GE-UL-08 : GEOPOLITICS & WORLD ECONOMIC SYSTEMS

(2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

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

Q1) Attempt any 5 questions having 2 marks each : **[10]**

  a) Explain different types of National Economy.

  b) Define free trade.

  c) Expand ASEAN & NAFTA.

  d) What is meant by protectionism?

  e) Explain world recession.

  f) What are patents and trade marks.

  g) Where is the head quarters of European Union.

  h) What do you mean by Bresixt?

Q2) Attempt any 2 questions having 5 marks each : **[10]**

  a) Explain how globalization has benefited Indian Economy.

  b) Explain the Hegemonic stability theory.

  c) Explain objectives of IMF.

Q3) Attempt any one out of two :   [10]

    a)   Explain any two methods of International payments systems.

<div align="center">OR</div>

    b)   "Free trade leads to specialization and division of labour". Do you agree with the statement. Explain why.

Q4) Attempt any one out of two :   [10]

    a)   "Uruguay round of multilateral trade nigotiation have opened up new areas which were exempted from GATT trade rules". Explain.

<div align="center">OR</div>

    b)   Explain in detail the methods of Protectionism.

Q5) Attempt any one out of two :   [10]

    a)   Assess the three stages of WTO dispute settlement procedures.

<div align="center">OR</div>

    b)   Evaluate the current global economic situation emerging out of Russia-Ukraine Ware.

<div align="center">❧❧❧❧</div>

[6118]-27

M.B.A.

209-GE-UL-09 : START UP AND NEW VENTURE MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

  1) *All questions are compulsory.*

  2) *All questions carry equal marks.*

  3) *All questions carry internal options.*

Q1) Answer any five of the following : **[10]**

  a) Define entrepreneur.

  b) What is business model?

  c) What is customer validation?

  d) What is Minimal viable product?

  e) Define entrepreneurial ecosystem.

  f) What is mind mapping tool?

  g) Name any two crowd funding agencies.

  h) Write any 2 differences between Manager & Leader.

Q2) Answer any two of the following : **[10]**

  a) Explain the different types of social media promotion tools.

  b) What are the criteria for hiring first employee?

  c) What is the role of selling in startup?

Q3) a) Explain the different types of business models with examples. **[10]**

OR

  b) How government helps startups? Explain with examples.

P.T.O.

Q4) a) Explain the process of venture capital funding. **[10]**

<div align="center">OR</div>

b) Explain in detail the four components of financial statements.

Q5) a) Design a go to market strategy for startup planning to enter into e-vehicle manufacturing company. **[10]**

<div align="center">OR</div>

b) Draft a business plan for cosmetic company.

<div align="center">□□□</div>

[6118]-28

First Year M.B.A.

210-GE-UL-10 : QUALITATIVE RESEARCH METHODS

(2019 Pattern) (Semester - II) (Theory)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

  1) *All questions are compulsory.*

  2) *Figures to the right indicate full marks.*

Q1) Solve any five. **[10]**

  a) What is qualitative research.

  b) Define traingulation.

  c) What is focused interview.

  d) Define validity and reliabilty.

  e) What is research design.

  f) What is sampling.

  g) What is the need of Qualitative research?

  h) What is ethnography.

Q2) Solve any two. **[10]**

  a) Write on ethics in qualitative research.

  b) Write characteristics and limitations of qualitative research.

  c) Explain Longitudinal qualitative studies.

Q3) Solve any one.   **[10]**

    a)   Compare and contrast qualitative and quantitative research with example.

    b)   Explain grounded theory method.

Q4) Solve any one.   **[10]**

    a)   Discuss the zaltman's metaphor elicitation techniques.

    b)   Discuss the advantages and disadvantages of interview method of data collection.

Q5) Answer any one.   **[10]**

    a)   Quality assessment is important in research. Discuss in your words.

    b)   Describe the relationship between validity and relaibility in research.

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SEAT No. :

[Total No. of Pages : 2

[6118]-29

M.B.A.

211-GE-UL-11 : BUSINESS, GOVERNMENT & SOCIETY
(2019 Pattern) (Semester - II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   All questions are compulsory.

   2)   Figures to the right indicate full marks.

Q1) Solve any 5 (2 marks each) :   **[10]**

   a)   Define the interdependence between Business and Government.

   b)   Identify the legal environment.

   c)   Define Foreign Direct Investment.

   d)   Identify Public Private Partnership (PPP).

   e)   Define a Multinational Corporation (MNC).

   f)   Define Globalisation.

   g)   What is FDI, give an examples.

   h)   Give any two examples of Influence of demography on business organisations.

Q2) Solve any 2 (5 marks each) :   **[10]**

   a)   Describe how poverty leads to income inequality.

   b)   Explain the term "BREX II" and the reasons for it.

   c)   Discuss the measures taken by the government to privatise the Telecommunication sector.

Q3) Solve any One (10 marks each) :   **[10]**

   a)   Demonstrate the role played by corporate social responsibility in Business success. With examples.

   b)   "Indian Economy has witnessed a Maco-Economic crisis", discuss with relevant examples.

Q4) Solve any One (10 marks each) :   **[10]**

    a)   Reduction in poverty results in Economic growth, explain with relevant examples.

    b)   'TNC organisations are larger than MNC co-corporations." Comment with relevant examples.

Q5) Solve any One (10 marks each) :   **[10]**

    a)   Critically discuss the role of FDI in economic development in India with relevant examples.

    b)   Critically examine the Rationale for Public Private Partnerships in India.

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[6118]-30
First Year M.B.A.
212-GE-UL-12 : BUSINESS PROCESS RE-ENGINEERING
(2019 Pattern) (Semester - II)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
    1)   All questions are compulsory.
    2)   Each questions carry equal marks.

Q1) Answer any 5 out of 8. (2 marks each)   **[10]**

    a)   What is change management?

    b)   List the factors related to the organizational structure.

    c)   Identify any 2 principles of BPR.

    d)   What are the advantages of BPR?

    e)   Define ISO standard.

    f)   What is six sigma?

    g)   Define Just in Time.

    h)   State the role of IT in re-engineering.

Q2) Answer any 2 out of 3. (5 marks each)   **[10]**

    a)   Describe the factors relating to BPR success.

    b)   Explain importance of ERD.

    c)   Elaborate need of Re-Engineering in business process.

Q3) Answer 3(a) or 3(b). **[10]**

    a) What is lean manufacturing? Discuss characteristics of lean process in a manufacturing company.

    b) Discuss enablers of BPR in manufacturing.

Q4) Answer 4(a) or 4(b). **[10]**

    a) Explain business activity map with neat diagram.

    b) Differentiate between TQM and BPR.

Q5) Answer 5(a) or 5(b). **[10]**

    a) List out the functions of BPR.

    b) Discuss role of IT in BPR.

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[6118]-31

M.B.A. - I

205-BA-SC-BA-01 - BASIC BUSINESS ANALYTICS USING R

(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *All questions carry equal marks.*

Q1) Answer the following questions (Any Five).   **[10]**

    a)   Define descriptive analytics.

    b)   Enlist any two tools for data analytics.

    c)   State the difference between data analyst and business analyst.

    d)   Write a code to set working directory path in R.

    e)   State the use of head (), tail () function in R.

    f)   Enlist various data structure's in R.

    g)   What are datatypes in R. Write example of each.

    h)   State the difference between data, information & knowledge.

Q2) Answer the following questions (Any Two).   **[10]**

    a)   Define data analytics. Describe need and evolution of analytics.

    b)   What is analytical decision making. Explain the process and characteristics of analytical decision making.

    c)   What are flow control functions in R. Explain any two flow control functions in detail with example.

Q3) Answer the following questions (Any One).   **[10]**

    a)   Discuss the vectors, array and factor in R with appropriate example.

    b)   Write code in R for data visualisation using line plots, Bar plot, pie chart.

Q4) Answer the following questions (Any One). **[10]**

    a)   Explain the following functions with R code.

         i)   Types of ().

         ii)   Cat ().

         iii)   Str ().

         iv)   Sqrt ().

         v)   Cbind ().

    b)   Explain the following functions with R code.

         i)   Class ().

         ii)   merge ().

         iii)   Summary ().

         iv)   names ().

         v)   grep ().

Q5) Answer the following questions (Any One). **[10]**

    a)   Discuss the applications of business Analytics in Retail & Health Care industry.

    b)   Social media analytics help businesses make sense of user's attitudes and customer sentiments. Appraise the statement.

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[6118]-32

M.B.A.

SC-BA-02 : DATA MINING (206-BA)

(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate marks for questions.*

Q1) Solve any five :   **[10]**

    a)   Define Data Mining?

    b)   How does Big data differ from traditional data?

    c)   What is data quality?

    d)   List any two common data quality issues?

    e)   What is hyperplane?

    f)   What is Ensemble Learning?

    g)   What is Dendogram?

    h)   What is an association rule?

Q2) Solve any two :   **[10]**

    a)   Differentiate between supervised & unsupervised Learning?

    b)   Explain in brief the applications of Data mining in different domains.

    c)   What is classification? Explain any one classification algorithm?

Q3) a)   What is Decision tree? Discuss different concept & strategies to draw decision tree by using ID3 Algorithm?   **[10]**

                               OR

    b)   Perform KNN classification algorithm on following data sets & predict the class for X(P1= 3 & P2 = 7) where k = 3.

P_1	P_2	Class
7	7	False
7	4	False
3	4	True
1	4	True

Q4) What is Hierarchical clustering? Discuss the two types of Algorithms & Write different steps to draw the dendogram? **[10]**

OR

Draw a Dendogram for the following data set by using Agglomerative clustering.

	P_1	P_2	P_3	P_4	P_5
P_1	0				
P_2	9	0			
P_3	3	7	0		
P_4	6	5	9	0	
P_5	11	10	2	8	0

Q5) a) What are some potential limitations of different anomaly detection techniques and how can they be addressed? **[10]**

OR

b) Divide the given sample data in two (2) clusters using k-means Algorithm (Euclidian Distance)

SR.No.	Height (H)	Weight (W)
1	185	72
2	170	56
3	168	60
4	179	68

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[6118]-32 2

[6118]-33
F.Y.M.B.A.
FIN- 205-SC-FIN-01 : FINANCIAL MARKETS AND BANKING OPERATIONS
(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *Draw neat labelled diagram wherever necessary.*
2) *Figures to the right indicate full marks.*
3) *All questions are compulsory.*

Q1) Solve any five.   **[10]**

   a) Define call rate.

   b) Define crypto currency.

   c) List out differences between IPO and FPO.

   d) Define Corporate Banking.

   e) Define Repo rate and Reverse repo rate.

   f)   i)   Insurance companies in India are regulated by_____.

         1) RBI

         2) AMFI

         3) SEBI

         4) IRDA

     ii)   _____market is known as new Issue market.

         1) Money market

         2) Primary market

         3) Secondary market

         4) Bond market

   g)   i)   RTGS stands for_____.

         1) Reduced Time Gross settlements

         2) Real total gross securities

         3) Real time gross settlements

         4) Relative time gross settlements

P.T.O.

ii) Gilt-edge market stands for_____.

    1) Industrial securities

    2) Foreign securities.

    3) Development securities

    4) Government securities

h) Define MICR.

Q2) Solve any Two. **[10]**

a) Distinguish between primary market and secondary market.

b) Write a note on Derivative market.

c) Explain the functions of Regional Rural Bank (RRB).

Q3) Solve any one. **[10]**

a) Explain financial services with respect to fund-based services and fee-based services in India.

<div align="center">OR</div>

b) Describe the various participants in Indian money market.

Q4) Solve any one. **[10]**

a) Explain role and functions of EXIM bank.

<div align="center">OR</div>

b) Explain in detail the popular services under e-banking in India.

Q5) Solve any one. **[10]**

a) Capital market provides equity finance and long-term debt to government or corporate evaluate the statement in detail.

<div align="center">OR</div>

b) Evaluate the role of various components of financial system in India.

<div align="center">✿ ✿ ✿</div>

[6118]-34

M.B.A. - I

206 FIN SC-FIN-02 : PERSONAL FINANCIAL PLANNING

(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   All questions are compulsory.

2)   Each questions has an internal option.

3)   Figures to the right indicate marks for questions or sub questions.

4)   Use of simple calculator is allowed.

Q1) Attempt any five questions.

    a)   What is Personal Financial Planning?

    b)   What is Time Value of Money?

    c)   What is Investment?

    d)   Rs. 1,000 invested at 10% is compounded annually for three years, Calculate the Compounded value after three years.

    e)   State True or False.

        Buying bonds with different terms, or maturity dates is a way to minimize risk in investment by asset allocation.

    f)   Risk and expected return are the two key determinants of an _____ decision.

    g)   The _____are enumerated in section 10 of the Act.

    h)   Tax evasion is _____of tax even when it is due to be paid.

Q2) Attempt any 2 questions.

    a)   Mr Ramesh deposits Rs. 2,000 at the end of every year for 45 years in his saving account, paying 5% interest compounded annually. Determine the sum of money, he will have at the end of the 5th year.

b) Find the EMI of a home loan of Rs. 5,00,000 is to be repaid in 10 years at 12% rate of interest on the outstanding amount at the beginning of each year.

c) Mr. Bhat deposits each year Rs. 5000, Rs. 10,000, Rs. 15,000, Rs. 20,000 and Rs. 25,000 in his savings bank account for 5 years at the interest rate of 6 percent. He wants to know his future value of deposits at the end of 5 years.

Q3) Discuss on Commodity Derivatives Market in India: Development, Regulations and Future Prospects?

OR

Explain Sukanya Samriddhi Account (SSA) and Senior Citizen savings Scheme (SCSS)

Q4) What are the common investment avenues for service class people in connection with retirement planning?

OR

Explain the taxation impact on different investment options.

Q5) What is a Power of Attorney and explain its types?

OR

Discuss the objectives and process of estate planning?

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[6118]-35
M.B.A.
205: SC - HRM - 01: Competency Based Human Resource Management
(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates :

    1)   *Attempt all questions.*

    2)   *Draw diagram/flow chart/model wherever applicable.*

Q1) **Answer any 5 questions :**   **[5 × 2 = 10]**

    a)   Define the term competency.

    b)   Define performance management.

    c)   State any two Technical competencies.

    d)   Define the term competency mapping.

    e)   What is Key Performance Area (KPA)?

    f)   Write any two myths about competency.

    g)   Define training.

    h)   Write any two Generic competencies.

Q2) **Attempt any Two questions.**   **[10]**

    a)   Differentiate between competency based succession planning and career planning.

    b)   Differentiate between competency and performance.

    c)   Explain process of competency mapping.

P.T.O.

Q3) **Attempt any One questions.** **[10]**

    a)   Comment on how competency mapping can be used in leadership w.r.t. KSA.

    b)   Design Five top managerial competencies for Decision Making.

Q4) **Attempt any One questions.** **[10]**

    a)   Analyse leadership competencies required to perform the role of marketing manager in multinational company.

    b)   Explain evaluation of training through competeney components with suitable examples. **[10]**

Q5) **Attempt any One questions.** **[10]**

    a)   Design following competency model for nurse

Organizational Must have 1 2 3 . . .	Job - specific Must have 1 2 3 . . .
Organizational Nice to have 1 2 3 . . .	Job - specific Nice to have 1 2 3 . . .

    b)   Design counselling contents for improving non performing employee in ABC Co. Ltd.

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[6118]-36

M.B.A. - I

206 HR-SC-HRM-02 : EMPLOYEE RELATIONS AND LABOUR LEGISLATIONS

(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1) Attempt all questions.

    2) All questions carry equal marks.

    3) Figures to the right indicate full marks.

Q1) Solve any five of the following.   **[10]**

    a)   Name any one Act that govern Employee Relations and define Employee Relations?

    b)   Define Trade Disputes as per the Trade Unions Act 1926?

    c)   What is Collective Bargaining?

    d)   Name the Act that is having provisions related to regulation of Trade Union?

    e)   What is ILO?

    f)   Name two key provisions of the Maternity Benefit (Amendment) Act 2017?

    g)   What is a Trade Union?

    h)   State different forms of Workers Participation in India?

Q2) Solve any two of the following.   **[10]**

    a)   Comment on the Fixation and revision of Minimum wages.

    b)   Explain in detail "The Gandhian Approach".

    c)   Summarise the Factors of Collective Bargaining.

Q3) a) Employee relations management is just another name for proactive concepts like employee involvement and employee engagement. Do you agree? **[10]**

OR

b) If you are the HR vice president of a renowned organisation, how will you frame the policies considering all the provisions related to health ande welfare under The Factories Act, 1948? **[10]**

Q4) a) Worker's participation in management is constitutional goal, but is dream. Comment. **[10]**

OR

b) Sushma works as a marketing manager at a mid-sized company. She recently found out that she is pregnant and is excited about the upcoming addition to her family. However, she is unsure about her rights and entitlements under the Maternity Benefit Act. Enumerate the key provisions of the Maternity Benefit Act that Meera can benefit from. **[10]**

Q5) a) Explain in detail about Advisory Boards and Registration of establishment as per the Provisions related to the contract Labour (Regulation and Abolition) Act, 1970? **[10]**

OR

b) Elucidate the provisions related to different settlement Machinery established under Industrial Dispute Act, 1947? **[10]**

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[6118]-37
M.B.A.
205: SC-MKT-01: Marketing Research
(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates :

    1)   *All questions carry equal marks (10 marks).*

    2)   *All questions are compulsory.*

Q1) **Answer any 5 questions :**   **[5 × 2 = 10]**

   a)   What is Branding Research

   b)   Explain new trends in marketing Research.

   c)   Define concept of perceptual mapping.

   d)   Enlist any three barriers in international marketing research.

   e)   Define marketing Research

   f)   What is marketing intelligence system.

   g)   What is corporate Espionage.

   h)   Enlist types of new product.

Q2) **Attempt any Two (5 marks).**   **[10]**

   a)   Elaborate the challenges that are faced by the researcher in conducting international research.

   b)   Explain the role of marketing research in marketing decision making.

   c)   Explain the structure of a research report.

P.T.O.

Q3) **Attempt any One (10 marks).** [10]

    a)   Design sampling plan for conducting research on work - life balance of working population of India.

    b)   What is Marketing Research? Explain Scope & Importance of marketing research.

Q4) **Attempt any One (10 marks).** [10]

    a)   Discuss various contents of Market Research Report.

    b)   Design a questionnaire for understanding the customer preference towards mobile handset.

Q5) **Attempt any One (10 marks).** [10]

    a)   What is international marketing research? Discuss data collection methods & issues in multi-country analysis.

    b)   Draft a research proposal for analysing customer preference towards ladies cosmetic products

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[6118]-38

M.B.A - I

206-SC- MKT-02 : CONSUMER BEHAVIOUR

(2019 Pattern) (Semester-II)

Time : 2½Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   All questions are compulsory.

    2)   Each question has an internal option.

    3)   Each question carries 10 marks.

Q1) Attempt any 5 questions.   **[10]**

    a)   Explain the difference between consumer & customer

    b)   What is mean by price perception

    c)   What is importance of word of mouth

    d)   Discuss various sources of information

    e)   What is the difference between individual buying and organisational buying.

    f)   What is mean by brand loyalty

    g)   Write short note on reference group

    h)   Steps in buying behaviour.

Q2) Attempt any 2 questions   **[10]**

    a)   What are different functions of attitude?

    b)   Explain different stages of family life cycle with suitable examples

    c)   What is 'Post purchase Dissonance'? how companies can reduce the same

Q3) a) "Satisfied customers is an asset of the successful firm" Analyse the statement **[10]**

OR

b) "An organisational goods buying is very compare process" elaborate the statement. Explain. Which factors influencing organisational buying behaviour

Q4) a) Elaborate the role of cultural factors in shaping consumer behaviour? Please provide examples how cross cultural differences influence consumer decision making process? **[10]**

OR

b) A manufacturing company producing heigh end perfume for women wants to use AIO segmentation to select appropriate marketing strategy for this product. Which segment in your view, will be most suitable for such product and why?

Q5) a) Discuss the impact of internet, ecommerce & information technology on changing consumers market place. **[10]**

OR

b) Howard-Sheth model of consumer behaviour is focuses on recurring purchases ant it build around four primary components: stimulus inputs hypothetical constructions response output and erogenous factors Explain in detail with diagram.

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[6118]-39
M.B.A.
(205 OSCM) SC-OSCM-01: Services Operations Management - I
(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

     1)   *All questions are compulsory.*

     2)   *Each questions has an equal marks.*

     3)   *All questions has an internal options.*

Q1) **Answer any 5 out of following 8 questions :**   **[5 × 2 = 10]**

     a)   Define Experience Economy.

     b)   Name the stage of Economic Development.

     c)   Define Service-Dominant logic.

     d)   Enumerate the levels of service innovation.

     e)   Describe the role of technology in service encounter.

     f)   Name the parties of 'service Encounter Triad'

     g)   List any four strategic location consideration.

     h)   List the factors influence facility design.

Q2) **Attempt any Two out of following 3 questions (5 marks).**   **[10]**

     a)   Describe the training areas of contact personnel of services.

     b)   Compare 'high & low contact operations' of Service System design.

     c)   Demonstrate & explain the symbols used in flowcharting w.r.t. process analysis of service operations.

P.T.O.

Q3) a) Explain in detail the open system view of service operations management with example. **[10]**

OR

b) Interpret the role of technology in the service encounter. **[10]**

Q4) a) "Location decision is a trade off decision" Illustrate the statement with suitable example. **[10]**

OR

b) "Layout of arrangements of service delivery systems is important for the convenience". Illustrate the statement in the context of facility layout.**[10]**

Q5) a) Compose taxonomy for service process design of standardized and customized service. **[10]**

OR

b) Compose service Blueprint for logistics operations. **[10]**

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[6118]-40

M.B.A.-I

206-SC-OSCM-02 : SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester-II) (Theory)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
  1) *All questions are compulsory.*
  2) *Each questions carries 10 marks.*
  3) *Each question has internal option.*

Q1) Answer any 5 out of 8. (2 Marks each)

  a)   Define the limitations of customer satisfaction?

  b)   Explain the flows involved in supply chain.

  c)   What is push based supply chain Strategy.

  d)   Define collaborative network in SC.

  e)   Discuss the key components of customer value and how they can be influenced by effective supply chain management practices.

  f)   Define Capacity Management?

  g)   Short Note on Kanban.

  h)   Explain the concept of value-added services?

Q2) Answer any 2 out of 3. (5 Marks each)

  a)   Discuss the importance of inventory management in supply chain operations. Explain different inventory control methods and their suitability in managing various types of products.

  b)   Describe the Distribution management in supply chain?

  c)   Explain how JIT purchasing can result in creating the lean SC?

Q3) Answer any one question.   **[10]**

   a)   Discuss the challenges and risks associated with aligning supply chain management strategies with customer value expectations. Suggest strategies to mitigate these challenges.

                                OR

   b)   Explain the concept of lean management and its application in supply chain operations. Discuss the principles of lean management, such as waste reduction, continuous improvement and just-in-time (JIT) manufacturing and how they enhance operational efficiency and customer value.

Q4) Answer 4 (a) or 4 (b).   **[10]**

   a)   Explain the concept of total supply chain. Describe the diving forces of supply chain.

                                OR

   b)   Write note on Limitation of customer satisfaction.

Q5) Answer 5 (a) or 5 (b)   **[10]**

   a)   Differentiate between push and pull strategies in Supply Chain Management.

                                OR

   b)   Ms. Rekha has visited the electronic equipment manufacturing plant, She has seen visual signals are used to control the material what is this system of controlling the material? How this system gives high level of sophistication for OEM?

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[6118]-41

S.Y. M.B.A.

301 - GC - 11 : STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Figures to the right indicate full marks.*

Q1) Answer any 5 out of 8   **[2 Marks Each]**

   a)   Define Strategic Management?

   b)   What do you mean by the term "Key Result Areas"?

   c)   What is the name of the model used to analyze the competitive environment?

   d)   What are the 5P's of Mintzberg?

   e)   Define "Benchmarking"?

   f)   What is "Core Competence"?

   g)   Enlist any 4 symptoms of malfunctioning of strategy?

   h)   What organizational design models can be used in a stable environment?

Q2) Answer any 2 out of 3   **[5 Marks Each]**

   a)   How does entry & exit barriers affect competition between firms in the same market?

   b)   What are the 4 perspective of a Balanced Scorecard? Explain.

   c)   Describe the differences between 'Blue' and 'Red' ocean strategies?

Q3) Answer any 1 out of 2   **[10]**

   a)   Elaborate how can a business use the VRIO framework to gain competitive advantage?

<div align="center">OR</div>

   b)   Explain the pros & cons of implementing a grand strategy in a particular conflict?

<div align="right">*P.T.O.*</div>

Q4) Answer any 1 out of 2 **[10]**

a) Compare & contrast Porter's Value Chain Model with other frameworks for assessing value creation?

OR

b) What is the impact of using different elements of the MC Kinsey's 7S framework on an organizations performance?

Q5) Answer any 1 out of 2 **[10]**

a) Assess the importance of understanding and applying Abell's Three Dimensions in Strategic Planning?

OR

b) Propose a new type of 'Merger' & 'Acquisition' strategy with a focus on Social Responsibility?

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[6118]-42

M.B.A.

302-GC-12 : DECISION SCIENCE

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *Each question carries 10 marks.*

2)   *Graph Paper will not be provided.*

3)   *Use of non-scientific calculator is allowed.*

Q1) **Solve any five of the following :**   **[10]**

a)   Differentiate between PERT and CPM.

b)   Define Mutually Exclusive Events and Collectively Exhaustive Events.

c)   Define Total Float in Network Diagram.

d)   Define (M/M/1, Infinite, FIFO) in Queuing Theory.

e)   Define Critical Path in. Network Diagram.

f)   Enlist the different elements of Queuing System.

g)   List the different Probability Distributions.

h)   Define Discrete Random Variable.

Q2) **Answer any two from the following :**   **[10]**

a)   Find the initial basic feasible solution of following transporting problem for minimizing using Vogel's approximation method.

Sources	I	II	III	IV	Capacity
A	20	6	25	15	50
B	17	13	16	17	50
C	5	21	19	23	100
	30	40	60	70	

(Destination spans columns I–IV)

b)   Explain the role of Quantitative Techniques in Decision Making.

c)   Describe the Process of Simulation and state the advantages and disadvantages of Simulation.

P.T.O.

Q3) **Answer any one from the following :** [10]

a) A farmer wants to decide which of the 3 crops he should plant. The farmer has categorized the amt. of rainfall as high, medium and low. Estimated 1000 fit is given below.

Rainfall	Estimated profit (in Rs.)		
	Crop A	Crop B	Crop C
High	8000	3500	5000
Medium	4500	4500	4900
Low	2000	5000	4000

Farmer wishes to plant one crop. Decide the best crop using :

i) Hurwickz Alpha criterion

ii) Laplace Criterion

iii) Mini-max Regret criterion

b) The rainfall distribution in monsoon is as follows :

Rain in cm.	0	1	2	3	4	5
Frequency	50	25	15	5	3	2

Simulate the rainfall for 10 days using the following random numbers:

67, 63, 39, 55, 29, 78, 70, 06, 78, 76 and also find average rainfall.

Q4) **Answer any one from the following :** [10]

a) It is observed that if a student works hard then chances' of passing an exam is 80%. A random sample of 10 students is selected. What are the chances that :

i) No student will pass is examination.

ii) All the students will pass the examination.

b) Mr. Rao the owner of readymade garments shop wishes to publish advertisement in two local daily newspapers, one in local language and one in English. The expected coverage through the advertisement is 1000 people and 1500 people per advertisement respectively. Each advt. in local newspaper costs Rs. 3000 and Rs. 5000 in English newspaper. He decides not to publish more than 10 advt. in local newspaper and wants to place at least 6 in English daily. The total advt. budget is Rs. 50000. Formulate the problem as LPP model.

Q5) **Answer any one from the following :** [10]

a) The activities of a project and estimated time in days for each activity is given below.

Activity	Duration
1-2	3
2-3	4
2-4	4
2-5	5
3-7	4
4-5	2
4-7	2
5-6	3
6-7	2

i) Draw network diagram.

ii) Calculate project duration and determine critical path.

b) Player A and B are playing with following matrix :

Player A	Player B				
	1	2	3	4	5
I	1	3	2	7	4
II	3	4	1	5	6
III	6	5	7	6	5
IV	2	0	6	3	1

Solve the following game by using dominance rule.

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[6118]-43

S.Y. M.B.A.

306-GEUL-13 : INTERNATIONAL BUSINESS ECONOMICS

(2019 Pattern) (Semester - III)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each question carry equal marks.*

Q1) Solve any 5 out of 8 : **[10]**

a) What is special drawing Right?

b) What do you mean by arbitrage?

c) What is an multinational company?

d) Gold Standard means.

e) What is an exchange rate regime?

f) State theory of absolute cost advantage.

g) Define & explain IBRD.

h) Define Tariff & Non Tariff

Q2) Solve any 2 out of 3 : **[10]**

a) Distinguish between forward & future market.

b) Explain concept of arbitrage with speculation as a component.

c) Explain Role of international monetary fund in world economy.

P.T.O.

Q3) Solve any 1 out of 2 :   **[10]**

a)   Explain the currency market and Central Bank operations in India and their impact on International trade.

<center>OR</center>

b)   Explain the impact of Euro crisis an global Economics with suitable examples.

Q4) Solve any 1 out of 2 :   **[10]**

a)   What do you mean by comparative advantage? Distinguish between comparative advantage & absolute advantage.

<center>OR</center>

b)   Critically analyse the impact of Changes Exchange rate on Indian exports & imports.

Q5) Solve any 1 out of 2 :   **[10]**

a)   Design a model which can lead & deal effectively in minimizing the problems of international debt far economically poor nations.

<center>OR</center>

b)   When Russia opens to trade, it impacts automobiles, a capital latestive good. State what happens, if.

i)   Impact or Real wage by open trade & world economy on Russia

ii)   Capital or labour market which will limit to free trade.

<center>▽ ▽ ▽ ▽</center>

[6118]-44

S.Y.M.B.A.

307-GE-UL-14 : INTERNATIONAL BUSINESS ENVIRONMENT

(2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Answer all questions, draw diagrams wherever necessary.*

Q1) Remembering (MCQ) (Answer any 5 out of 8) :   **[10]**

   a)   The following is not a component of culture

       i)   Attitudes

       ii)   Beliefs

       iii)   Education

       iv)   Life expectancy

   b)   The headquarter of the asean is located in which of the following country?

       i)   Indonesia

       ii)   Vietnam

       iii)   Thailand

       iv)   Singapore

   c)   ADB (Asian Development Bank) was established in the year _____

       i)   1978

       ii)   1966

       iii)   1980

       iv)   1959

   d)   Define digitization?

   e)   Define the term fox market

   f)   Define outsourcing

   g)   What is the meaning of balance of payments

   h)   What does the term FDI means?

Q2) Understanding (Any 2 out of 3) :   **[10]**

    a)   Discuss the process of internationalisation.

    b)   Explain any four characteristics of business environment.

    c)   What is meant by 'Business Environment'? State any three points of its importance.

Q3) Applying (Answer any 1 out of 2) :   **[10]**

    a)   Sketch the role of political & cultural environment in international business with suitable examples.

    b)   'Ethical business practices have taken a centre stage in modern businesses? Interpret.

Q4) Analysing (Answer any 1 out of 2)   **[10]**

    a)   Critically discuss the impact of out sourcing & Global value chain in international business.

    b)   Analyse the impact of covid-19 pandemic or international trade with suitable examples.

Q5) Evaluating/creating (Answer any 1 out of 2) :   **[10]**

    a)   Examine the growing concern for ecology in international business environment.

    b)   Evaluate the role of WTO in promotion of international trade.

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[6118]-45

Second Year M.B.A.
308-GE-UL-15 : PROJECT MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   All questions are compulsory.
   2)   Figures to the right indicate full marks.

Q1) Write any 5 questions :   **[10]**

   a)   Overview of project management.

   b)   Stages of project life cycle.

   c)   Full form of "WBS".

   d)   Two evaluation criteria of a project manager.

   e)   Two sources of conflict arises in project management.

   f)   Two steps of scheduling any project.

   g)   Two steps of developing budget of any project.

Q2) Write short notes on any two :   **[2×5=10]**

   a)   Team effectiveness

   b)   Staff turn over

   c)   Managing risk

   d)   Time management skills

Q3) Explain project management and its scope. Also the process of creating the "Work break down" structure. **[10]**

OR

Explain "Conflict in project" and mention any to ways for handling the conflict in any project.

Q4) Elaborate the methods for estimatiry project time & cost. **[10]**

OR

Explain the five stage team development model.

Q5) Elaborate the role and responsibilities of a project manager and what are the skill sets required to become a project manager. **[10]**

OR

"Developing a project plan is the toughest job in startup." Explain this statement with suitable example.

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[6118] - 46
M.B.A.
309-GE-UL-16: KNOWLEDGE MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2 Hours]　　　　　　　　　　　　　　　　　　　　*[Max. Marks : 50*

Instructions to the candidates:

　1)　All questions are compulsory.

　2)　Each question has an internal option.

　3)　Each question carries 10 marks.

Q1) Answer any five :　　　　　　　　　　　　　　　　　　　**[5 × 2 = 10]**

　a)　What do you mean by Data?

　b)　What do you understand by capabilities?

　c)　Define Epistemology.

　d)　What do you mean by knowledge transfer?

　e)　Define Innovation.

　f)　Define tacit knowledge.

　g)　What do mean by knowledge codification?

Q2) Answer any Two :　　　　　　　　　　　　　　　　　　　**[2 × 5 = 10]**

　a)　Write a short note on future of knowledge management.

　b)　Discuss communities of practice.

　c)　Discuss the role of information technology in knowledge management.

P.T.O.

Q3) Answer any One :   [1 × 10 = 10]

  a)   Explain in detail characteristics of knowledge management.

  b)   Explain in detail evaluation of knowledge management.

Q4) Answer any One :   [1 × 10 = 10]

  a)   Explain the need and benefits of knowledge Audit.

  b)   Explain in detail the objectives and goals of knowledge management

Q5) Answer any One :   [1 × 10 = 10]

  a)   Explain application and affectiveness of knowledge management in service industry.

  b)   Explain in detail knowledge codification methods.

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[6118]-47

S.Y.M.B.A.

310 : GE-UL-17 : CORPORATE GOVERNANCE

(2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *All questions carry 10 marks each.*

Q1) Answer any five of the following (2 marks each) :   **[10]**

    a)   What are the 4ps of corporate governance.

    b)   What do you mean share holder agreement.

    c)   Explain types of shares.

    d)   Elaborate the elements of the internal control frame work.

    e)   Define remuneration committee.

    f)   What is board evaluation.

    g)   What is risk management?

    h)   Explain duties of directors.

Q2) Answer any two of the following (5 marks each) :   **[10]**

    a)   Define the rights of share holders.

    b)   What is an audit committee & role of committee.

    c)   What are the 4 pillars of corporate governance.

Q3) Answer any one of the following (10 marks each) :　　　　　　　　　**[10]**

　　a)　Explain the external corporate governance control?

　　　　　　　　　　　　　OR

　　b)　What do you mean director and explain the types of director.

Q4) Answer any one of the following (10 marks each) :　　　　　　　　　**[10]**

　　a)　What is the corporate governance in banking sectors?

　　　　　　　　　　　　　OR

　　b)　As per the king's code (South Africa 2002) seven characteristics of good governance describe it?

Q5) Answer any one of the following :　　　　　　　　　　　　　　　　**[10]**

　　a)　Explain in detail the corporate governance issued faced by infosys?

　　　　　　　　　　　　　OR

　　b)　Discuss about the disclosures that are required to be made in terms of clause 49 of listing agreements.

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Total No. of Questions : 5]

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SEAT No. : ⬚

[**Total No. of Pages : 3**

[6118]-48
M.B.A.
GE-UL-18 : MANAGEMENT OF NON-PROFIT ORGANIZATIONS
(2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates :
1) *All questions are compulsory.*
2) *Each question carries 10 marks.*
3) *Figures to the right indicate full marks.*

Q1) Multiple Choice Questions (Any 5 out of 8) (2 Marks each) (10 Marks)

a) The surplus generated in the form of excess of income over expenditure is _____ amongst the members.

    i)   Non Allocated   ii)   Distributed

    iii)   Equally distributed   iv)   Strategically distributed

b) Whenever economy is on rise,non-profit organisations start getting _____ from it.

    i)   Members   ii)   Regulations

    iii)   Calls   iv)   Benefits

c) _____ help people work together but do not impose their will or opinions.

    i)   Committees   ii)   Task

    iii)   Facilitators   iv)   Donors

d) The _____ is a statement of broad changes the NPO wants to make in the society.

    i)   NPO's Mission   ii)   NPO's Gaol

    iii)   NPO's Vision   iv)   NPO's Purpose

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e) Which one of the following is not covered under NPO?

   i) Trust   ii) Society

   iii) Private company   iv) Section 25 company

f) If NPO finds difficult to distribute 85% of income to needy, they can apply for special tax exemption by using form.

   i) 9A   ii) 2B

   iii) 5A   iv) 6D

g) For a society to be formed there is a minimum requrement of _____ managing committee members whereas there is no upper limit.

   i) 3   ii) 5

   iii) 7   iv) 9

h) Board is responsible to hire CEO for the organization and delegate authority, responsibility and _____ to him.

   i) Money   ii) Accountability

   iii) Office work   iv) Decision making authority

Q2) Answer the following (any Two out of THREE) : (5 marks Each)   **[10]**

   a) Distinguish between For-Profit and Non-profit organizations?

   b) Explain features of Memorandum of association and article of association with relevant examples?

   c) Summarize roles and responsibilites of board members in non-profit organizations?

Q3) a) Identify the various internal and external fund-raising avenues?   **[10]**

                                   OR

   b) Demonstrate the various sustainable community development activities for NPO's?

[6118]-48   2

Q4) a) Illustrate various PR tools for NPO's. Also outline with real life examples how are they used for promoting the NPO? **[10]**

OR

b) Categorize the different types of Non-Profit Organizations,their significance and differences?

Q5) a) Elaborate the concept of volunteers and their role in Non-Profit organizations. Also propose the methods for Incentives done for sales promotion and Public Relations for Non-profit Organization by volunteers? **[10]**

OR

b) Discuss the documents for legal procedures, formalities and documentation required for registration of a non-profit organization?

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[6118]-49

S.Y.M.B.A.

304 MKT-SC-MKT-03 : SERVICES MARKETING

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Figures to the right indicate full marks.*

   3)   *Include examples wherever necessary.*

   4)   *Draw neat and labelled diagrams wherever necessary.*

Q1) Solve any Five.   **[5×2=10]**

   a)   Define 'Positioning of services by Comparison'.

   b)   Describe the role of services scape.

   c)   Define customer Lifetime value (CLV).

   d)   Describe service Mix.

   e)   List the differences between goods and services.

   f)   Describe a service Technology Triangle.

   g)   List any four low contact services.

   h)   Enlist any four touch points in hospitality Industry.

Q2) Solve any two.   **[2×5=10]**

   a)   Describe key challenges in marketing of services Elaborate the ways to overcome them.

   b)   Explain the servicescape model.

   c)   Describe Four phases of Service Process.

Q3) Solve any one   **[10]**

   a)   Make use of four levels of service performance using suitable
         example.

                                          OR

   b)   Identify the elements of customer-driven services marketing strategy.

Q4) Solve any one.   **[10]**

   a)   Mr.sameer Patil is a regular customer of a bank in last few visits he
         was not happy with the quality of services provided by bank. He has
         reported his dissatisfaction in Feedback as well. Examine the
         situation and Formulate service Recovery Process.

                                          OR

   b)   Assess your last poor service experience. Examine the GAPs in
         service Quality.

Q5) Solve any one.   **[10]**

   a)   Develop positioning strategy for a Digital Marketing Agency.

                                          OR

   b)   Design a service Blueprint for a Hospital.

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[6118]-50
S.Y. M.B.A.
SC-MKT-04 : SALES AND DISTRIBUTION MANAGEMENT
(2019 Pattern) (Semester - III) (305 MKT)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   All questions are compulsory.
   2)   Figures to the right indicate full marks.

Q1) Answer any 5 out of 8.

   a)   What is the full form of CIS?

      i)   Channel of Informational System

      ii)   Channel Induced System

      iii) Channel Information System

      iv)   Channel Incorporative system

   b)   The difference between transactional selling and relationship selling is
        _____

      i)   In transactional selling, buyers must pay cash

      ii)   In relationship selling, buyers & sellers must be relater

      iii) In transactional selling, sellers provide greater service

      iv)   In relationship selling, seller work to provide value to their customers.

   c)   Which of the following is not a typical marketing channel.

      i)   Commission Merchants   ii)   Retailers

      iii) Producers   iv)   Selling agents.

   d)   A company's channel decision directly affect every _____

      i)   Marketing decision   ii)   Employees in the channel

      iii) Customer's choices   iv)   Channel member

   e)   With respect to a channel of distribution, the number of intermediary
        levels with in the channel indicates _____

      i)   Width   ii)   Depth

      iii) Length   iv)   Similarity

                                                                    P.T.O.

f) What is sales Audit?

g) Define sales Management.

h) Explain the meaning of personal selling.

Q2) Answer any two (5 marks each)

a) Explain different levels of Distribution channel.

b) Explain the concept of non-store retailing.

c) Explain the concept and scope of logistics.

Q3) Answer any one (10 marks)

a) Define mobile technology. State the importance of mobile technology in sales with suitable example.

b) Explain the importance of sales forecasting. Also explain various methods of 'sales forecasting'.

Q4) Answer any one (10 marks).

a) What is VMS? Explain types of VMS with suitable example.

b) What do you understand by channel information system? Explain elements of channel information system?

Q5) Answer any one (10 marks)

a) What is E-tailing? Describe Advantages and Disadvantages of E-tailing.

b) What do you understand by the Term whole selling? Explain major activities under whole selling.

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[6118] - 51
S.Y. M.B.A.
SC -FIN - 03 - Advanced Financial Management
(2019 Pattern) (Semester - III) (304 FIN)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions: *1)*   *All questions are compulsory.*
               2)   *Each question carries equal marks*
               3)   *Use of Simple Calculator is allowed*
               4)   *Working Notes should form your part of answer*

Q1) Answer any 5 out of 8. (2 marks each)   **[5 × 2 = 10]**

    a)   What is mean by Shareholders Wealth?

    b)   List out any four short term sources of finance.

    c)   What is meant by 'cash and cash equivalents'?

    d)   State any two objectives of preparing 'cash flow statement'.

    e)   Name Four theories of Capital Structure.

    f)   Recall the concept of Sensitivity Analysis.

    g)   What are the motives of holding cash.

    h)   List out the Dividend models.

Q2) Answer any 2 out of 3. (5 marks each)   **[2 × 5 = 10]**

    a)   Explain strategies of the receivables management.

    b)   Difference between Fund flow Statement and Cash flow Statement.

    c)   Explain the "Term loan" as source of financing.

Q3) Answer any 1 out of 2. (10 marks each)   **[1 × 10 = 10]**

a)   Following are the summarized Balance Sheet of Parag Ltd as on 31ˢᵗ March 2019 and 2020. You are required to prepare a Fund Flow Statement for the Year ended 31ˢᵗ March 2020.

Liabilities	31.03.2019	31.03.2020	Assets	31.03.2019	31.03.2020
Share Capital	4,00,000	5,00,000	Goodwill	------	10,000
General Reserve	1,00,000	1,20,000	Land and Building	4,00,000	3,80,000
Profit and Loss A/C	61,000	61,200	Plant and Machinery	3,00,000	3,38,000
Long Term Bank Loan	1,40,000	2,70,400	Stock	2,00,000	1,48,000
Creditors	3,00,000	-----	Debtors	1,60,000	1,28,400
Provision For tax	60,000	70,000	Cash in Hand	1,000	17,200
	10,61,000	10,21,600		10,61,000	10,21,600

Additional Information:

i)   Depreciation written of on Plant and Machinery Rs.28,000 and on Land and Building Rs.20,000/-

ii)   Provision for Taxation was made during the year Rs.6,000/-

iii)   Dividend of Rs. 46,000/- were paid.

b) From the following information of Kirti Ltd. Prepare cash from operations and cash flow statement

Liabilities	2019	2020	Assets	2019	2020
Share Capital	1,25,000	1,53,000	Buildings	35,000	60,000
Bank loan Long Term	40,000	50,000	Land	40,000	50,000
Mortgage Loans	25,000	------	Machinery	80,000	55,000
Creditors	40,000	44,000	Stock	35,000	25,000
			Debtors	30,000	50,000
			Cash	10,000	7,000
	2,30,000	2,47,000		2,30,000	2,47,000

Following additional information is provided

i) During the year a machine costing Rs.10,000/-(accumulated depreciation Rs.3000/-) was sold for Rs.5000/-

ii) The provision for depreciation against machinery during the year 2019 was Rs.25000/- and Rs.40,000/- in 2020.

iii) Net profit earned during the year 2020 was Rs.45,000/-

Q4) Answer any 1 out of 2. (10 marks each)   [1 × 10 = 10]

a) i) A firm maintains a separate account for cash disbursement. Total disbursement are Rs. 1,05,000 per month or Rs. 12,60,000 per year. Administrative and transaction cost of transferring cash to disbursement account is Rs. 20 per transfer. Marketable securities yield is 8% per annum. DETERMINE the optimum cash balance according to William J. Baumol model.

ii) Calculate EVA when the capital employed is Rs. 100 crore, debt equity ratio is 0.30: 0.70, the interest on debt is 10%, tax rate is 35%, cost of equity is 15% and EBIT is Rs. 30 crores.

b) A Ltd. Company has equity share capital of Rs. 5,00,000 divided into shares of Rs. 100 each. It wishes to raise further Rs. 3,00,000 for expansion cum modernization plans. The company plans the following financing schemes:

   i)   All Common Stock

   ii) Rs. 1,00,000 in Common stock and Rs. 2,00,000 in Debt @ 10% p.a.

   iii) All Debts at 10% p.a.

   iv) Rs. 1,00,000 in Common stock and Rs. 2,00,000 in preference capital with the rate of dividend at 8%

The company's expected earnings before interest and tax (EBIT) are Rs.1,50,000. The corporate rate of tax is 50%. Determine the Earnings per share (EPS) in each plan and comment on the implications of financial leverage.

Q5) Answer any 1 out of 2. (10 marks each)   **[1 × 10 = 10]**

   a) The following details of Finsmart Ltd. as given below

      Net Profit = Rs. 30 lakhs

      Outstanding 12% preference shares = Rs. 100 lakhs

      No. of equity shares = 3 lakhs

      Return on Investment = 20%

      Cost of capital i.e. (Ke) = 16%

      CALCULATE price per share using Gordon's Model when dividend pay-out is (i) 25%; (ii) 50% (iii) 75% and (iv) 100%.

   b) The capitalisation rate of Royal Ltd. is 20%. It currently has outstanding 30,000 shares selling at Rs.50 each. The firm is contemplating the declaration of a dividend of Rs.5 per share at the end of the current financial year. It expects to have a net income of Rs. 2,00,000 and has a proposal for making new investments worth Rs. 4,00,000. Show under MM assumptions, the payment of dividend does not affect the value of the firm, if

      (i) dividend is not declared.

      (ii) dividend is declared.

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[6118]-52

M.B.A.

305 FIN-SC-FIN-04 : INTERNATIONAL FINANCE

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   *All questions are compulsory.*

  2)   *Each question carries 10 marks.*

  3)   *Every question has an internal option.*

Q1) Answer any 5 out of 8 questions :   **[5 × 2 = 10]**

  a)   Define International Finance.

  b)   What is forward contracts in the Forex Market?

  c)   State any 2 ways of Tax evasion by MNCs.

  d)   What is GDR?

  e)   List the components of Balance of payment statement.

  f)   Name any four participants in Global Capital Market.

  g)   Define : Spot rate.

  h)   What is Currency Swaps?

Q2) Answer any 2 out of 3 questions :   **[2 × 5 = 10]**

  a)   Write a note on International Credit Rating Agencies.

  b)   Discuss the role of various participants in foreign exchange market.

  c)   Differentiate between forward & future contracts.

Q3) a)   Explain the challenges in adopting IFRS.   **[10]**

         OR

  b)   Illustrate the Purchasing Power Parity with suitable example.

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Q4) a) Discuss the process of money laundering. **[10]**

OR

b) Explain the ways of optimizing cash inflows in International Cash Management by corporate.

Q5) a) Identify the implication and importance of global financial system in the globalization scenario. **[10]**

OR

b) Justify the importance of receivables management for the growth of MNCs.

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[6118]-53

S.Y.M.B.A.
304 -HR - SC-HRM-03 : STRATEGIC HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester-III)

Time : 2½ Hours] [*Max. Marks : 50*
Instructions to the candidates:
  1) *All questions are compulsory.*
  2) *All questions carry equal marks.*

Q1) Solve any five [10]

  a) What is cross culture sensitivity

  b) Explain the concept of succession planning

  c) Explain any two Business Ethics

  d) Role of training & Development in SHRM

  e) What is Employee engagement

  f) Explain any two challenges is SHRM

  g) How to calculate HR cost

Q2) Explain various step for investments in HR [10]

OR

Explain the concept of Human capital management with example

Q3) Explain forecasting & analysis demand in HR in quantitative [10]

OR

Define or formulate any two strategies for Automobile industry

P.T.O.

Q4) Explain the concept of career planning & succession planning with example **[10]**

OR

Differentiate between external & internal supply forecasting

Q5) Explain the concept of SHRM in International context **[10]**

OR

What is cross culture management & how to Develop cross culture sensitivity

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[6118]-54
Second Year M.B.A.
305 HR - SC-HRM-04-HR : OPERATIONS
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

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

Q1) Answer any five out of eight: (2 marks each)

   a)   What is show cause notice?

   b)   List any two elements of TDS.

   c)   Define Bonus.

   d)   Give the meaning of domestic enquiry.

   e)   Explain the concept of compensation.

   f)   What is an transfer order?

   g)   Enlist the components of statutory retwens.

   h)   State the meaning of salary.

Q2) Answer any two out of three: (5 marks each)

   a)   What are the points to be covered under the appointment letter?

   b)   Explain the concept of provident fund in detail?

   c)   State the power of inspector as per the payment of Bonus Act, 1965.

Q3) Answer any one out of two: **[10]**

 a) Under what circumstances an employee can withdraw the entire amount from his provident fund.

 b) Give the importance of keeping leave records. Mention the elements of personal policy.

Q4) Answer any one out of two: **[10]**

 a) Draft a warning letter to an employee of manufacturing company for being late.

 b) Define gratuity? Explain how professional tax is calculated for any financial year.

Q5) Answer any one out of two: **[10]**

 a) Explain concept of Bonus in detail & state the circumstances under which Bonus can be disallowed as per law.

 b) Explain all the benefits under the employee's state Insuraces Act 1948.

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[6118]-55A

M.B.A. - II

304-OSCM-SC-OSCM-03 : SERVICES OPERATIONS MANAGEMENT - II

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Each questions carry equal marks.*

Q1) Answer any 5 out of 8 (2 marks each)   **[10]**

    a)   What is service design.

    b)   Define marketing information system.

    c)   Define control chart.

    d)   Mention any 2 features of SCM.

    e)   List any 2 benefits of out sourcing service.

    f)   List the elements of service design triangle.

    g)   Give one model of network in supply chain management.

    h)   Define customer loyalty.

Q2) Answer any 2 out of 3 (5 marks each)   **[10]**

    a)   Discuss buyer's characteristics/ factors influencing consumer behaviour.

    b)   Explain the list of service gurantee.

    c)   Discuss the 4 P's of service management.

Q3) Answer 3 (a) or 3(b)   **[10]**

    a)   Describe Engle, Kollat and Blackwell (EKB) model with implication.

    b)   How to reduce quality cost? Mention the steps to calculate cost of quality.

Q4) Answer 4(a) or 4(b)   **[10]**

    a)   Explain scope and flow of service design. Also mention the service solution for new or changed service.

    b)   Explain comprehensive and integrated service design in detail.

Q5) Answer 5 (a) or 5(b)   **[10]**

    a)   Design a quality service provided by vaccin manufacturing company serum.

    b)   Write the buyer's characteristics in detail.

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[6118]-56
S.Y. M.B.A.
305 OSCM - SC - OSCM - 04 : LOGISTICS MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   Answer all question.
   2)   Figures to the right indicate full marks.

Q1) Attempt any 5 questions out of 7 mentioned below :-

   a)   Which one of the following is not a component of 4 P2.

   i)   Intelligence   ii)   Resource provider

   iii) Information   iv) Recycling

   b)   Logistics management is an _____ part of the business and its success.

   i)   Minimal   ii)   Integral

   iii) Unrelated   iv) Related

   c)   Which of the following is not a part of SCM system.

   i)   Supplier   ii)   Manufacturey

   iii) Information flow   iv) Competitors

   d)   EDI stands for

   i)   Electronic Distribution Intermedliary

   ii)   Elelctronic Documentation Interchange

   iii) Electronic Data Interface

   iv) Electronic Data Interchange

   e)   Just in Time is a practice originally followed in _____.

   i)   America   ii)   China

   iii) Japan   iv) Britain

   f)   _____ and physical distribution are two major operations of Logistics.

   i)   Supply chain management

   ii)   Materials management

   iii) Logistics management

   iv) Order management

g) Write full form of EOQ
   i) Economic Order Quantity
   ii) Economic Outward Quantity
   iii) Explain Order Quantity
   iv) Economic Order Quality

Q2) Write shorts notes on any two.

   a) Production Logistics Vs Distribution Logistics.

   b) Modes of Transport.

   c) Functions of Logistics System.

   d) Types of inventory control system.

Q3) Define Logistics management and its significances along with elements of logistics management.

                              OR

Elaborate "freight" and explain its two was main types e.i Road freight transport & Rail freight transport.

Q4) Explain following two Logistics service providers -

   a) Carriers and forwarders.

   b) Courier

                              OR

Analyse "warehousing". What are the skill sets required for a warehouse manager.

Q5) Explain Logistical infrastructure, its types and functions.

                              OR

Explain "e-supply chain management" along with advantages and disadvantages.

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[6118]-57

M.B.A.

304BA : SC-BA-03 - ADVANCED STATISTICAL METHOD USING R

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *All questions are compulsory.*

2)   *All questions carry equal marks.*

Q1) Answer the following questions (Any Five) :   **[10]**

    a)   Define Null and alternate hypothesis.

    b)   What is ROC curve?

    c)   State the significance of correlation analysis.

    d)   Define clustering in Data Mining.

    e)   Recite the concept of one way ANOVA.

    f)   Recall seasonality in time series data.

    g)   Define dimension reduction.

    h)   Identify any two types of tests used to compare means of two samples.

Q2) Answer the following questions (Any Two) :   **[10]**

    a)   Elaborate Autoregressive Integrated moving average model in time series.

    b)   Discuss the concept of linear regression. List the parameters to evaluate linear regression model

    c)   Elaborate conditional probability with an example.

Q3) Answer the following questions (Any one) :   **[10]**

    a)   Explain t-test of hypothesis testing. Write syntax in detail.

    b)   Discuss MLR (Multiple Linear Regression) in detail which function is used to perform MLR in R.

P.T.O.

Q4) Answer the following questions (Any one) :   **[10]**

a) What is confusion matrix? How confusion matrix can be used to evaluate the accuracy of the model?

b) Discuss the concept of odds and probabilities in Logistic regression. How ROC curve can be used to evaluate the accuracy of Logistic model.

Q5) Answer the following questions (Any one) :   **[10]**

a) Describe principal component and factor analysis in detail.

b) Describe Linear Discriminant Analysis (LDA). Write R code for LDA.

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[6118]-58

M.B.A. - II

305 BA-SC-BA-04 : MACHINE LEARNING & COGNITIVE INTELLIGENCE USING PYTHON

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1) Solve any five :   **[10]**

    a)   Define the term machine learnings.

    b)   Discuss the advantages of Tuple over list.

    c)   What do you mean by IDE? Why should we use IDE?

    d)   What is the difference between data science and big data analytics?

    e)   List the steps of CRISP-DM Methodology.

    f)   What is the maximum number of variables that we can delete using "del a, b, c........n"? Is it many or is there any limit to no. of variables?

    g)   List two names of core libraries in python.

    h)   Enlist the key features of python.

Q2) Solve any Two :   **[10]**

    a)   Describe basic data types in Python.

    b)   Explain the concept of numpy array with example.

    c)   Discuss multivariate regression in Python.

Q3) Solve any one :   **[10]**

    a)   Elaborate logistics Regression with example in Python.

    b)   Explain following list functions.

        i)   append

        ii)   insert

        iii)   sort

        iv)   index

        v)   extend

Q4) Solve any one :   **[10]**

    a)   Appraise the application of Decision tree algorithm in business decision making.

    b)   Interpret machine learning categories : supervised, unsupervised and Reinforcement learning.

Q5) Solve any ONE :   **[10]**

    a)   Design a code in python to find largest of three numbers.

    b)   Design a code in python to find the sum of natural numbers up to n which is provided by user.

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[6118]-59

S.Y. M.B.A.

SC- RABM - 01 : AGRICULTURE & INDIAN ECONOMY

(2019 Pattern) (Semester - III) (304 RABM)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

   1)   *There are five questions each of 10 marks.*

   2)   *All questions are compulsory with internal choice.*

Q1) **Answer any 5 out of 8 (2 marks each) :**   **[10]**

   a)   Green Revolution refers to _____.

      i)   Use of green manure

      ii)   Grow more crops

      iii) High Yield Variety Programme

      iv) Green Vegetation

   b)   What are the methods involved in green revolution.

   c)   List the factors determining the crop-patterns?

   d)   Define pesticides.

   e)   What is the contribution of agriculture to India's GDP?

   f)   What is the Food Security Act?

   g)   Explain the role of fertilizers and manures in farming.

   h)   What is mechanization of Agriculture?

Q2) **Answer any 2 out of 3 (5 marks each) :**   **[10]**

   a)   What are the key features of Targeted Public Distribution System (TPDS).

   b)   Explain the concept of food security and its importance in a developing country like India.

   c)   What is the function of Public Distribution System (PDS)? Discuss the recent policy options for reforms of PDS.

Q3) a) Explain the problems related to irrigation in Indian context. **[10]**

OR

b) Bring out the significance of dairy development in India.

Q4) a) What are the measures to tackle the problem of subdivision and fragmentation of holdings? **[10]**

OR

b) What are the objectives of land reforms introduced by the Government of India after Independence?

Q5) a) Explain the unorganized sector and India's informal economy. **[10]**

OR

b) Critically evaluate the recommendation of the National Commissions on Rural Labour with regard to improving the condition of agriculture labor in India.

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[6118]-60

S.Y.M.B.A.

304 PHCM-SC-PHCM-01 : FUNDAMENTALS OF PHARMA AND HEALTHCARE MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    All the questions are compulsory.

Q1) Short Answer (Answer any 5).   **[5×2=10]**

    a) What is the ever-changing character of the healthcare industry and why is it important for managers to adapt?

    b) What is the significance of recruitment process in pharmaceutical and healthcare organizations?

    c) How does training and development contribute to the effectiveness of healthcare organizations?

    d) What is the role of motivation in healthcare delivery and what are some motivational theories applicable to the healthcare industry?

    e) Explain the concept of organizational learning and its importance in pharmaceutical and healthcare organizations.

    f) What is the marketing mix in the pharmaceutical and healthcare industry and how does it contribute to organizational success?

    g) How does telemedicine contribute to the healthcare industry and What are its benefits?

    h) What are the advantages of using artificial intelligence (AI) and robotics in the pharmaceutical and healthcare sectors?

Q2) Short Answer (Any 2).   **[2×5=10]**

    a) How do alternative systems of medicine, such as Ayurveda and Homeopathy, contribute to the Indian healthcare system?

    b) Discuss the impact of telemedicine on healthcare delivery and access.

    c) What are the benefits and challenges associated with the use of artificial intelligence (AI) and robotics in the pharmaceutical and healthcare sectors?

Q3) A healthcare organization wants to implement a new electronic health record (EHR) system to improve patient data management and overall efficiency. Assess the organization's readiness for the technology implementation and create a step-by-step plan for successful adoption and integration of the EHR system. **[10]**

OR

A country is experiencing a rising incidence of a specific health issue (e.g., obesity, mental health). Conduct an analysis of the current health policies and propose evidence-based policy recommendations to address the issue effectively.

Q4) A healthcare organization is considering expanding its facility to meet the growing demand for services. Explain how to conduct a feasibility study, including market analysis, financial projections and operational considerations, to determine the viability and potential impact of the expansion. **[10]**

OR

Compare and analyze the healthcare policies of two different countries. Assess the strengths and weaknesses of each system, analyze the impact on healthcare outcomes and provide recommendations for policy improvements based on the analysis.

Q5) An advocacy group aims to influence healthcare policy related to a specific healthcare issue. Evaluate the current policy landscape, conduct stakeholder analysis, develop evidence-based arguments and create a comprehensive advocacy plan that includes communication strategies, grassroots mobilization and engagement with policymakers. **[10]**

OR

Evaluate the effectiveness of a health program aimed at addressing a particular health issue. Assess program outcomes, impact on the target population, cost-effectiveness and scalability. Based on the evaluation findings, create recommendations for program modifications, resource allocation and future implementation strategies.

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[6118]-61
S.Y. M.B.A.
304 THM-SC-THM-01 : FUNDAMENTALS OF HOSPITALITY MANAGEMENT
(Revised 2019 Pattern) (Semester-III)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
    1)   All questions are compulsory.
    2)   All questions carry equal marks.
    3)   Figures to the right indicate full marks.

Q1) Attempt any Five out of Eight.   **[5×2=10]**

    a)   Enlist factors affecting Tourism Industry.

    b)   Types of Tourists.

    c)   Role of any 2 departments of a Hotel

    d)   Travel Formalities

    e)   Government regulations related to Hotel industry

    f)   Changing Trends in Hospitality sector

    g)   Transport system

    h)   Global standards for Hotels

Q2) Attempt any two out of Three.   **[2×5=10]**

    a)   Growth of tourism industry in India

    b)   Types of tourism options

    c)   Impact of Science & Technology on Tourism

Q3) Attempt any one. **[10]**

    a)   Travel agencies are doing well. Discuss the functions performed by travel agencies.

    b)   Hospitality industry is booming thereby generating employment opportunities. Support your answer with justification.

Q4) Attempt any one. **[10]**

    a)   Discuss the elements and characteristics of tourism products, citing real world examples.

    b)   Ownership structure impacts hotel business. Assess the statement in light of sole proprietorship & Management contract.

Q5) Attempt any one. **[10]**

    a)   E commerce provides businesses with a powerful platform to expand and present their services to customers. Justify the statement.

    b)   Evaluate the linkage & arrangement of Airlines and Transport agencies with hotels.

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[6118]-62
S.Y. M.B.A.
SC-IB-01- 304-IB: IMPORT EXPORT DOCUMENTATION AND PROCEDURES
(2019 Pattern) (Semester - III)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Each question carries 10 marks.*

Q1) Attempt (any 5) questions.

a) What does CCIE stand for?

(Chief controller of Institutional Expenses, Controller chief of import export, Chief controller of import & export, Chief Controller of industrial export)

b) Advance authorization is issued generally_____export.

(Before, after, anytime, never)

c) Documentary drafts require various shipping document such as_____

(Bill of lading, Insurance certificate, Commercial invoice, all of the above.)

d) FFA stands for_____

(Forward freight agent, Fiscal fit agent, Freight forward agent, none of these)

e) The currency used to buy imported good is_____

(Home currency, Seller home currency, buyer home currency, none of these)

f) All clearing agents provide a both essential and optional service is the statement true or false.

g) Bill of Lading is issued by the_____

(Shipping company, Clearing Agent, Forwarding Agent, Customs officers)

h) The geographically distributed area or zone where the economic laws are more liberal as compared to other parts of the country is called_____.

(IIFT, FIEO, EOUs, SEZ)

P.T.O.

Q2) Attempt any (2) questions form the following: **[10]**

    a)   I.E.C. number.

    b)   Pre-shipment Inspection

    c)   Bill of Lading

    d)   Marine Inspection

Q3) a)   Draw a flow chart of letter of credit Mechanism. **[10]**

<div align="center">OR</div>

    b)   Differentiate between Commercial and Consular invoice.

Q4) a)   Explain the role of "Clearing and Forwarding Agents". **[10]**

<div align="center">OR</div>

    b)   How to obtain Import Export code to enter into cross border trade?

Q5) a)   Explain various promotion schemes of export. **[10]**

<div align="center">OR</div>

    b)   Describe any 2 commodity boards in export.

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[6118]-63

S.Y. M.B.A.

401 - GC - 14 : ENTERPRISE PERFORMANCE MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question carries 10 marks.*

Q1) Answer the following (Any 5 out of 8)   **[10]**

   a)   Explain the term Financial Audit.

   b)   State the Objectives of Internal Audit.

   c)   Define ROI? State the formula for calculating the ROI?

   d)   Write the Role of Revenue Center.

   e)   Define Social Audit.

   f)   Define E-Commerce?

   g)   ABC Analysis.

   h)   Explain the Transfer Pricing.

Q2) Short notes (Any 2 out of 3)   **[10]**

   a)   Explain the need of capital budgeting.

   b)   Explain the Post Completion Audit.

   c)   Explain the Sell Through Analysis.

Q3) Solve any one   **[10]**

   a)   Explain various tools and techniques of capital expenditure?

<div align="center">OR</div>

   b)   Discuss the various categories of NPAs and impact of NPAs on banking operations.

Q4) Solve any one [10]

    a)   What is an NGO? Explain the need for evaluator performance appraisal of an NGO.

<div align="center">OR</div>

    b)   State and elaborate the process of performance evaluation of the project.

Q5) Solve any one [10]

    a)   Explain the Elements of Audit Report.

<div align="center">OR</div>

    b)   Describe how internal audit is differ from financial audit.

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[6118]-64

M.B.A.

(402) : GC - 15 : INDIAN ETHOS & BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

Time : 2.½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *Each question has internal options.*

Q1) Define any five :   **[5 × 2 = 10]**

    a)   Ethics

    b)   Values

    c)   IPR

    d)   CSR

    e)   Elhos

    f)   Corporate Strategy

    g)   Triguna concept

    h)   Utilitarianism

Q2) Answer Any two :   **[2 × 5 = 10]**

    a)   Differentiate between Eastern Management VS. Western management.

    b)   Discuss any five management lessons should be learnt from the Ramayana.

    c)   Describe leadership pointers of Kautilya's Arthashastra.

Q3) a)   Explain any five management lessons that should be learnt from the Ramayana. **[10]**

<div align="center">OR</div>

    b)   What do you mean by depletion of natural resources? Explain causes of depletion of natural resources and also solutions of it.

Q4) a) What is leadership. Discuss Veda model of leadership with suitable examples. **[10]**

OR

b) What do you mean by Moral development? Explain Kohlberg Theory of six stage moral development in depth.

Q5) a) Define Business Ethics. How it is important for the long term growth of business. Explain it with suitable example. **[10]**

OR

b) Explain the importance of Triguna theory with the help of Triguna influence on personality and OSHA model for self awareness.

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[6118]-65

S.Y.M.B.A.

405-GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Each questiona carries 10 marks.*

Q1) Answer any 5 questions out of 8 (2 marks each) **[10]**

a) Which of the following factors are key drivers of globalization?

i) Government Action, Exchange Rates, Competition and Socio demographic Factors.

ii) Market Convergence, Competition, Exchange Rates and Cost Advantage

iii) Cost Advantages, Government Action, Economic Cycles and Competition.

iv) Market, Cost, Competition and Government Policies.

a) Political risks, Economic risks, Competitive risks & Operational risks all together can be termed as _____.

i) Strategic Myopia

ii) Country Risk

iii) Business Risk

iv) Financial Risk

c) The disadvantages of _____ include the often high costs of transportation and tariffs placed on some incoming goods as well as less control over the marketing and distribution of products.

i) Greenfield Venture

ii) Direct Exporting

iii) Licensing

iv) Acquisitions

d) The firm which uses a _____ to offer standardized products across country markets, with competitive strategy being dictated by the home office.
   i) Multi Domestic Strategy
   ii) Global Strategy
   iii. Transnational Strategy
   iv) Diversification Strategy
e) What is a Merger?
f) What is an Acquisition?
g) Enlist the drivers of Market Intelligence?
h) Enlist the features of Globalization?

Q2) Answer the following questions. (Any 2 out of 3)   **[10]**
   a) Explain the Factors Affecting on Globalization?
   b) Explain the Economies of Scale and Learning?
   c) Explain the Multi-Business Geographical Model?

Q3) a) Explain the meaning of Globalization? Write in detail the Global Integration/Local Responsiveness Grid?   **[10]**
                           OR
   b) Explain Strategic evaluation and control? What are the control methods in International Business?

Q4) a) How you can design the global Organization? Explain any three Global Organization Methods?   **[10]**
                           OR
   b) Explain the various types of resources? What are the Four Criteria's of creating a Sustainable Competitive Advantage?

Q5) a) What is Market Intelligence? What are the Key Success Factors of World Class Market Intelligence?   **[10]**
                           OR
   b) What is Learning Organization? Explain the Strategies how we can create a Learning Organization?

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[6118]-66

M.B.A.

GE-UL-20-406 : TECHNOLOGY COMPETITION AND STRATEGY MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question carries 10 marks.*

   3)   *Each question has an internal option.*

Q1) Solve any five out of eight following sub question :   **[10]**

   a)   List any two entities which can be a Technology Collaborative Partners.

   b)   List the any two components of Technology.

   c)   State the concept of technological environment.

   d)   Enumerate the factors influencing business strategy.

   e)   State any two areas of Know-How and Know-Why Technology.

   f)   Identify the characteristics of Technology and Competitive advantage.

   g)   Name the term used in predicting the direction and impact of a new technology.

   h)   Name the Technology Intelligence program structures used.

Q2) Solve any two of the following sub questions :   **[10]**

   a)   Describe the Competitive Consequences of Technology Change

   b)   "A small system failure can cause severe penalties for both the company and its customers." Explain the sentence in detail.

   c)   Describe in detail the concept of 'Mapping the Technology Environment', by considering a case of a manufacturing company which has loss of business due to its obsolete products

Q3) a) Demonstrate the role of Market-Growth-Market-Share Analysis Matrix in Business Strategy. **[10]**

OR

b) You have learned that a business unit is managing a major component of the business using Excel spreadsheets and Access databases. What risks does this present, and what would you recommend be done to mitigate these risks?

Q4) a) Distinguish and contrast deployment of technology in New Product and Value Chain with appropriate examples. **[10]**

OR

b) Create a questionnaire by using the concept of Product Evaluation Matrix for carrying out the survey of Electric Vehicles (passenger cars).

Q5) a) Appraise the steps involved in mapping the Technology Environment. Support your answer, specific to Micro-level and Industry-level technology environment mapping. **[10]**

OR

b) Evaluate the performances of any two products of Apple Inc. using BCG matrix (Market-Growth- Market-Share Analysis Matrix).

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[6118]-67

M.B.A. - II

407-GE-UL-21 : CYBER LAWS

(2019 Pattern) (Semester - IV)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Assume suitable data if necessary.*
3) *Figures to the right indicate full marks.*

Q1) Attempt any five :   **[5×2=10]**

a)   What is Domain?

b)   Define cyber law.

c)   What is fault?

d)   What is tribunal?

e)   What is commerce?

f)   What is e-services?

g)   Explain why R symbol is used.

Q2) Attempt any two :   **[2×5=10]**

a)   Explain different types of cyber crime.

b)   Explain offence in cyber crime with examples.

c)   Explain in detail any one fenalty in cyber crimes.

Q3) Attempt any one :   [1×10=10]

   a)   What is e-fling. State its limitations with examples.

   b)   What is copyright and trade mark. Explain with examples.

Q4) Attempt any one :   [1×10=10]

   a)   What is cloud computing in cyber law. Explain.

   b)   Explain the reasonable practice in data security.

Q5) Attempt any one :   [1×10=10]

   a)   What is cyber crime? Explain cyber law in major countries with examples.

   b)   What is cyber law. State any two law in brief.

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S.Y.M.B.A.

408-GE-UL-22 : CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY

(2019 Pattern) (Semester - IV)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   All questions are compulsory.
  2)   Each question has an internal option.
  3)   Each question carries 10 marks.
  4)   Justify your answer with suitable examples & diagrams.

Q1) Answer the following (any five) :   **[10]**

  a)   List down Principles of CSR

  b)   What do you mean by Corporate Philanthropy

  c)   State the meaning of NGO.

  d)   Triple Bottom Line Approach

  e)   Sustainable Development and social framework - how is it corelated

  f)   Global Green House Emissions means and implies_____

  g)   What is an ESG Report

  h)   State ethics in work life.

Q2) Answer any 2 out of 3 :   **[10]**

  a)   How is Industries & citizen's participation in sustainable development.

  b)   Difference between Charity and Philanthropy.

  c)   State Contemporary issues and hurdles in CSR.

Q3) Write or answer any one of below : **[10]**

    a)   Explain the Nature as to why board of Corporate Governance in India was established with its structure and establishment.

<div align="center">OR</div>

    b)   Sustainable Development is need of hour. Explain with an example of Bhutan Case for Inclusive Growth on Environment protection and Reducing carbon footprints.

Q4) Write or answer any one of below : **[10]**

    a)   State dimension of Sustainable Development. Explain Social Factors or Parameters which help in inclusive growth of an economy and society.

<div align="center">OR</div>

    b)   Enlist the various legislation for CSR in India. What are Activities under schedule VII for the CSR and its complainces with the recent developments.

Q5) Write or answer any one of below : **[10]**

    a)   What are various 17-Point charter under United Nations agenda for Global Peace and Sustainable Development - 2030. How it is important & helpful for India's long term growth and development.

<div align="center">OR</div>

    b)   Indian Values and Ethics are considered to be one of Best in World. Explain with few illustrations as to its applicability in Airline and Food Industry.

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[6118]-69

M.B.A.

403 - MKT - SC -MKT - 05 - MARKETING 4.0
(2019 Pattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions: *1)*   *All questions are compulsory.*

           2)   *Figures to the right indicate full marks.*

Q1) Answer any five questions out of the following (2 marks each)**: [5 × 2 = 10]**

   a)   Define BAR

   b)   Winning companies and brands are those that do not leave the _____ to chance.

       i) WOW moment   ii) Content   iii) Success   iv) Delight.

   c)   Memorize the definition of 'funnel industry archetype'

   d)   State the meaning of Digital anthropology as discussed in marketing 4.0

   e)   Recall the meaning of 'Traditional Marketing'.

   f)   Define Webrooming as a trend in marketing 4.0.

   g)   State 'Netnography' as defined in marketing 4.0.

   h)   Recall the meaning of the term 'co-creation'.

Q2) Attempt any Two of the following :   **[10]**

   a)   Compare and contrast 'vertical to horizontal shift in doing business.

   b)   In an increasingly high tech world high tech interaction is becoming new differentiation. Discuss online interaction versus offline interaction.

   c)   Elaborate the concept of 'Reverse Innovation'.

P.T.O.

Q3) Answer any One of the following : **[10]**

    a)   Archetypes are central to positioning your company & products in a unique & distinctive way. Discuss the consumer behaviour and industry characteristics exhibited by 'Door Knob' archtype with example.

    b)   When brands want to influence customers as friends without over powering them they must possess the six human attributes? Discuss the attributes of human centric brands with suitable example.

Q4) Answer any One of the following : **[10]**

    a)   'Netizens are the internet savvy potential brand ambassadors' they are highly influencial: Elaborate on role of netizens in digital subcultures.

    b)   'Content marketing is focussed on driving profitable customer action' Describe the stages in developing content marketing program.

Q5) Develop strategies to create WOW moments with customer engagement as discussed in marketing 4.0 for any one of the following **[10]**

    a)   Car-at showroom like 'Maruti show room'.

<div align="center">OR</div>

    b)   Online real estate portals like 'Magicbricks'.

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S.Y.M.B.A.
MKT 404 : SC - MKT - 06 : MARKETING STRATEGY
(2019 Pattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All the questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw neat labelled diagrams where necessary.*
4) *Give suitable examples wherever necessary.*

Q1) Solve any Five: **[5×2=10]**

a)   Describe the concept of Marketing strategy.

b)   Define marketing Blue print.

c)   Describe Bootstrapping method of sales forecasting.

d)   Define market forecasting.

e)   Describe market opportunity analysis.

f)   Describe marketing intelligence system.

g)   Define USP with suitable example.

h)   Define Niche market with example.

Q2) Solve any two: **[2×5=10]**

a)   Explain various forecasting techniques based on past demand.

b)   Describe the concept of marketing audit in detail.

c)   Discuss strategies for market follower.

Q3) Solve any One.   **[1×10=10]**

a)   Illustrate targeting strategies with suitable examples.

b)   Demonstrate the concept and utility of ansoff matrix.

Q4) Solve any One.   **[1×10=10]**

    a)   Outline various positioning strategies with suitable examples.

    b)   Appraise the utility of strategic Gap planning model and family portfolio matrix.

Q5) Solve any one.   **[1×10=10]**

    a)   Elaborate various strategies for market leader with suitable example.

    b)   Appraise the utility of BCG matrix with suitable examples.

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S.Y.M.B.A.

403 FIN-SC-FIN-05 : FINANCIAL LAWS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question carries 10 marks.*

   3)   *Each question has an internal option.*

Q1) Answer any five.   **[5×2=10]**

  a) Which of the following statements regarding security enforcement is not true.

     i)   Any security intrest can be enforced by secured creditor without intervention of the court or tribunal except the provisions contained in section 69 or 69 A or transfer of property Act.

     ii) If funds are raised through debt securities, then action can be initiated even if secured debt was not classified as NPA.

     iii) No action can be taken if the debt is time barred or it involves agricultural land.

     iv) No action can be taken when amount of due is more than Rs. 5 lakh or when amount due is less than 40 % of principal amount and interest thereon.

  b) Which of the following is not secured creditor -

     i)   Debenture trustee appointed by any bank or financial institution.

     ii) Asset reconstruction company whether acting as such or managing a trust set up by such asset reconstruction company for the securitisation or reconstruction, as the case may be.

     iii) Any bank for Financial institution or any consortitum or group of banks or financial institutions holding any right, title, or interest upon any tangiable asset or intangiable asset.

     iv) Any person who has pledged movable with in the meaning of section 172 of Indian contract Act 1872.

c) Which of the following is not ground for cancellation of certificate of registration grantted to an ARC by RBI.

   i)   When ARC fails to comply with any direction issued by RBI.

   ii) When ARC ceases to receive or hold any investment from qualified buyer.

   iii) When ARC fails to maintain accounts as per law

   iv) When ARC incurred loss for year.

d) What is time limit within which any person aggrieved by any measure taken by secured creditor File an application to the debt recovery tribunal

   i)   Within 45 days from the date on which such measure had been taken.

   ii) Within 30 days from the date on which such measure had been taken.

   iii) Within 15 days from the date on which such measure had been taken.

   iv) Within 60 days from the date on which such measure had been taken.

e) What is the time period for the validity of notice of CAVEAT?

   i)   60 days from the date of lodgement

   ii) 90 days from the date of lodgement

   iii) 120 days from the date of lodgement

   iv) 30 days from the date of lodgement

f) What is purpose of central Registry?

   i)   Registration of transaction of securitisation and reconstruction of financial assets and creation of security interest.

   ii) Store house of information relating to securitized asset.

   iii) Registration of information relating to secured creditors and related borrowers.

   iv) Collection of information related securitization cases.

g) If a Person contravenes or abates contravention of any provisions of Sarfasai Act 2002 or rules, he/she shall be punishable.

    i)   With imprisonment for a term which may extend or with fine or both.

    ii) With imprisonment for a term which may extend to three years or with fine or both.

    iii) With imprisonment for a term which may extend for two years or with fine or both.

    iv) With imprisonment for a term which may extend to one year or with fine of minimum 10,000 Rs, or both.

    v)   With imprisonment for a term which may extend to one year or with fine or both.

Q2) Elaborate process of enforcement under SARFAESI Act. **[10]**

<div align="center">OR</div>

Discuss borrowers rights under SARFAESI Act. **[10]**

Q3) Analyse objectives, functions and composition of council of Institute under the Actuaries Act. **[10]**

<div align="center">OR</div>

Evaluate role of Quality Review Board and functions in detail under Actuaries Act. **[10]**

Q4) Discuss meaning of strategic Debt restructuring. Evaluate process of strategic debt restructuring with example. **[10]**

<div align="center">OR</div>

Analyse debt restructuring process and its importance under various schemes applicable. **[10]**

Q5) Comment on liability of Guarantors during corporate Inslovency resolution process and liquidation process for corporate. **[10]**

<div align="center">OR</div>

Analyse features of evaluation code for corporate firms, indivisuals and Partnership firms with examples. **[10]**

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S.Y. M.B.A.

404FIN-SC-FIN-06 : CURRENT TRENDS & CASES IN FINANCE

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) Each question has an internal option.

3) Figures to the right indicate marks for questions.

4) Use of simple calculator is allowed.

Q1) Write short answer (any five):

   a)   What is the minimum capital required to set up payment bank?   **[2]**

       i)   Rs.100 Crore   ii)   Rs. 75 Crore

       iii)   Rs.50 Crore   iv)   Rs. 25 Crore

   b)   Which type of bank can issue debit card but not credit card?   **[2]**

       i)   Retail Bank

       ii)   Micro Finance

       iii)   Commercial Bank

       iv)   Payment Bank

   c)   Which of the following is not among the three basic characteristics of Retail banking?   **[2]**

       i)   Multiple Products

       ii)   Multiple channels of distribution

       iii)   Multiple customer groups

       iv)   Multiple accounts of single customer

d)   _____refers to small transaction involving low-income households and micro enterprises using charter based methodologies.   **[2]**

    i)   Rural Finance   ii)   Micro Finance

    iii)   Corporate Finance   iv)   Public finance

e)   What is the rate of interest offered on PPI balance?   **[2]**

    i)   0%   ii)   5%

    iii)   2%   iv)   1%

f)   What is CRR?   **[2]**

g)   What is angel funding?   **[2]**

h)   What is shadow banking?   **[2]**

Q2) Answer the following (any Two):   **[10]**

    a)   Discribe shadow banking in Indian Context.   **[5]**

    b)   Discribe RBI's objectives for setting up of small finance banks in India.**[5]**

    c)   What are the different types of Fintech companies in India?   **[5]**

Q3) Answer the following (any one):

    a)   Discuss any two schemes available for new start ups by government of India.   **[10]**

    b)   Discuss any two issues faced by small finance banks in India.   **[10]**

Q4) Answer the following (any one):

    a)   Discuss the business model of small finance banks in India.   **[10]**

    b)   Discuss the role of NGOs in self Help group Bank Linkage Programme of micro Finance.   **[10]**

Q5) Solve the following (any one):

a) XYZ Ltd. is expecting an EBIT of Rs.3,00,000. The company presently raised its entire fund requirement of Rs.20,00,000 by issue of equity with equity capitalization rate of 16%. The firm in now contemplating to redeem a part of capital by introducing debt financing. The firm has two options to raise debt to the extent of 30% or 50% of total funds. It is expacted that for debt financing upto 30% the rate of interest will be 10% and equity capitalization rate is expected to increase to 17%. However, if a firm opts for 50% debt then interest rate will be 12% and equity capitalization rate will be 20% you are required to compute the value of the firm under different options. **[10]**

b) Shahji Steels Limited requires Rs.25,00,000 for a New plant. This plant is expected to yield earnings before interest and taxes of Rs.5,00,000. While deciding about the financial plan, the company considers the objectives of maximising earnings per share. It has three alternatives to finance the project-by raising debt of Rs.2,50,000 or Rs.10,00,000 or Rs.15,00,000 and the balance, in each case, by issuing equity shares. The company's share is currently selling at Rs.150, but is expacted to dectine to Rs.125 in case the funds are borrowed in excess of Rs.10,00,000. The funds can be borrowed at the rate of 10% upto 2,50,000, at 15% over 2,50,000 and upto Rs.10,00,000 and 20% over 10,00,000. The tax rate applicable to the company is 50%. Which form of financing should the company choose based on Earning per share?**[10]**

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Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 2

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S.Y. M.B.A.

403 - HR - SC - HRM - 05 : ORGANIZATIONAL DIAGNOSIS & DEVELOPMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions carry equal marks.*

    2)   *Draw neat diagrams wherever needed.*

Q1) Answer any 5 out of 8:   **[10]**

    a)   Define Organisational Diagnosis.

    b)   State the importance of OD.

    c)   What are the key steps involved in the diagnostic process of an organisation?

    d)   List 3 common resistance factors to change in organisation.

    e)   What is the Lewin's 3 step model of Organisational Change.

    f)   What is micro environment?

    g)   What do you mean by OD intervention?

    h)   What is GRID OD?

Q2) Answer any 2 out of 3:   **[10]**

    a)   Compare & contrast the planned change & emergent change approaches to OD.

    b)   Write short note of PESTLE analysis.

    c)   Write short note on client consultant relationship.

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Q3) Answer any 1 out of 2:   **[10]**

    a)   How will 6 box model help the organisation designing their structure?

    b)   Explain the structural Interventions in OD with example?

Q4) Answer any 1 out of 2:   **[10]**

    a)   Explain Porter's five forces model & its relevance in the field of OD.

    b)   Explore the role of leadership in facilitating successful organisations change & development, highlighting key competencies & behaviours of effective change leaders.

Q5) Answer any 1 out of 2:   **[10]**

    a)   Critically evaluate the ethical considerations in organisational diagnosis & development processes, discussing potential challenges & strategies for addressing them.

    b)   "The future of OD is bright, but only if field continues to evolve". Discuss the statement with examples.

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S.Y. M.B.A.

404 HR - SC- HRM - 06 : CURRENT TRENDS & CASES IN HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]　　　　　　　　　　　　　　　　　　*[Max. Marks : 50*

Instructions to the candidates:

　1) *All questions are compulsory.*

　2) *Each question has internal option.*

Q1) Define (any 5) terms.　　　　　　　　　　　　　　　**[5×2=10]**

　　a)　Human Resource Planning

　　b)　Organisational Culture.

　　c)　Work life balance

　　d)　Data Analytics

　　e)　Artificial Intelligence

　　f)　Workforce Diversity

　　g)　Decentralizing work siles

　　h)　Digital Disruption.

Q2) Answer any two question.　　　　　　　　　　　　**[2×5=10]**

　　a)　Explain the principles of good continous improvement program.

　　b)　Write short note on technology enabled employee training & development.

　　c)　Explain importance of re-engineering work process.

Q3) Answer any one questions. **[10]**

a) Write compactive analysis of HR brends since 2015.

b) Explain the impact of techtonic shift on catering employee expectation & changing skill requirement of a company.

Q4) Answer any one question. **[10]**

a) How can employee wellness apps help organizations to promote a culture of well being provide suitable example.

b) "The most recognizable organization in the world see mentorship as a competitive advantage". Explain in the statement with suitable example.

Q5) Answer any one question. **[10]**

a) Elaborate the impact of digital disruption such as automation & artificial intelligence in transforming HR processes & practices.

b) Elaborate the importance of rewards & recognition programs in fostering employee motivation & engagement. Justify your answer with suitable example.

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[6118]-75

M.B.A.-II

403 (OSCM) SC-OSCM-05 : E-SUPPLY CHAIN AND LOGISTICS

(2019 Pattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question has an internal option.*
3) *Each queston carries 10 marks.*
4) *Figures to the right indicate marks for that question/sub question.*
5) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) Answer any 5 out of 8 (2 marks each) Remembering.   **[10]**

a) What is the New trends and technology in logistics?

b) What are the e-business strategy?

c) What is the Reverse E-logistics?

d) Define e-procurement

e) What is the 3PL logistics?

f) What is the Forward Logistics?

g) What are the Web-enabled relational databases?

h) Explain Challenges of e-logistics?

Q2) Answer any 2 out of 3 (5marks each) Understanding.   **[10]**

a) Explain the holistic approach to SCM (Supply Chain Management)

b) Explain the Characteristics of e-SCM

c) What is the role of ERP Enterprise resource planning systems in Logistics?

Q3) Answer 3 (a) or 3 (b) Applying. **[10]**

    a)   Explain the role of Intranets and extranets in e-Logistics along with its usage

<p style="text-align:center">OR</p>

    b)   Explain the data warehouses and data marts with examples?

Q4) Answer 4 (a) or 4 (b) Analysing. **[10]**

    a)   How RFID (Radio frequency identification) technology is used in e-Logistics? Explain in detail with suitable example.

<p style="text-align:center">OR</p>

    b)   What are the e-Tracking systems used in e-Logistics? Write a note on Wireless technology.

Q5) Answer 5 (a) or 5 (b) Evaluating. **[10]**

    a)   What are the advantages of Electronic procurement (e-Procurement) in e-Supply Chain?

<p style="text-align:center">OR</p>

    b)   What is e-SCM scorecard and where it is used? Explain the E-business logistics and its benefits along with examples

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M.B.A. - II

404-OSCM-SC-OSCM-06 : INDUSTRY 4.0

(2019 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Give suitable examples wherever necessary.*

Q1) Solve any FIVE out of EIGHT questions: **[5×2=10]**

  a) What is the role of mechatronics in the industry?

  b) List down the four importance of big data in Industry 4.0.

  c) Define the importance of cyber Security?

  d) What is smart industry readiness index (SIRI)?

  e) Write any four pillars of Industry 4.0?

  f) How can you benefit from the services of the internet?

  g) Define the smart Cities?

  h) What do you mean by automated guided vehicle?

Q2) Solve any TWO: **[2×5=10]**

  a) Explain the features Cyber-physical Systems (CPS) and how it become popular in the context of Industry 4.0.

  b) Describe the benefits of Robots and Cobots in manufacturing sector?

  c) What are the challenges of implementing Industry 4.0 in society?

Q3) Solve any ONE: **[1×10=10]**

  a) Compare the Industry 4.0 Factory & Today's Factory?

  b) Analyze the role of Industry 4.0 is changing firms' strategies and supply chains processes.

Q4) Solve any ONE: [1×10=10]

    a)   Explain the four types of analytics and how you can use those insights to drive business objectives.

    b)   Compare the vertical and horizontal manufacturing in Industry 4.0.

Q5) Solve any ONE: [1×10=10]

    a)   "Internet of Things (IoT) has revolutionized the way the healthcare industry works now, as it has great potential and multiple applications, from remote monitoring to medical device integration". Prepare a solution to the health care company who want to invest in IoT in India considering above statement.

    b)   Virtual Reality (VR) and Augmented Reality (AR) technology in today's industries is opening new doors of opportunity, particularly in the arena of manufacturing. Summarize the role of VR & AR in manufacturing and support your answer with examples.

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S.Y.M.B.A.

SC-BA-05 (403 BA) : ECONOMICS OF NETWORK INDUSTRIES

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Neat daigrams must be drawn wherever necessary.*

   3)   *Figures to the right indicate full marks.*

   4)   *All questions carry equal marks.*

Q1) Solve any five (2 marks each).   **[5×2=10]**

   a)   Define - Network Externality.

   b)   Short note on Software Variety.

   c)   Role of Licensing in Network Industries.

   d)   What is demand side economies of scale.

   e)   Outline Pricing Information Goods.

   f)   Short note on languages as Networks.

   g)   Short note on Network of ATM.

   h)   Role of Network in Airline Industry.

Q2) Solve any Two (5 Marks each).   **[2×5=10]**

   a)   Explain the systems effect in the information Industry.

   b)   Write Principles of Software Production.

   c)   Discuss the static approach to new technology adoption.

Q3) Solve any one [**10**]

   a)   Justify the switching costs model for Digital Banking Initiative for Banks.

OR

   b)   Analyze the role of patents, licensing and standardization in network industries.

Q4) Solve any one. [**10**]

   a)   Define network economics and explain its relevance in the modern digital age.

OR

   b)   Explore the challenges and consequences of software piracy in the software industry.

Q5) Solve any one. [**10**]

   a)   Explore the economics of information reproduction and its relevance in markets for information.

OR

   b)   Explain Economics of Entertaiment Places.

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M.B.A.

SC-BA-06(404BA) : ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   *Neat diagrams must be drawn wherever necessary.*

  2)   *Figures to the right indicate full marks.*

  3)   *All questions carry equal marks.*

Q1) Solve any five (2 marks each) :   **[10]**

  a)   What is AI?

  b)   What is embedding AI into Business process?

  c)   Define Backward chaining.

  d)   What are the elements of propositional logic?

  e)   Define Heuristic search.

  f)   Define Deep learning.

  g)   What is decision tree?

  h)   Define Artificial Neural Network (ANN).

Q2) Solve any Two. (5 Marks each)   **[10]**

  a)   Explain stages of NLP.

  b)   What are the advantages and disadvantages of AI on society?

  c)   Difference between logic programming and PROLOG.

Q3) a) Discuss the machine learning work flow.   **[10]**

                        OR

   b) Explain the process of mining the World Wide Web (WWW) with various types of web mining?

Q4) a) Describe train model using machine learning algorithm, Test model.**[10]**

                        OR

   b) Give the structure of an agent in an environment.

Q5) a) Draw and Explain the architecture of Conventional/Neural Network.**[10]**

                        OR

   b) List the criteria to measure the performance of search strategies.

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S.Y. M.B.A.

404-RABM-SC-RABM-02 : ICT FOR AGRICULTURE MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each question has internal option.*
3) *Each question carries 10 marks.*

Q1) Answer any 5 out of 8 (2 marks each) **[10]**

   a) What is PMJJY
   b) CRC stands for
   c) What is E-Nam
   d) ICT stands for
   e) What is VRC
   f) SMS
   g) Define e-auction
   h) List 2 Govt. initiative to promote ICT

Q2) Answer any 2 out of 3 (5 marks each) **[10]**

   a) Explain pro's & con's of current Agriculture marketing system.
   b) Explain scope of ICT in agriculture.
   c) Explain RFID Technology for live stock management in Agri.

Q3) Answer (a) or (b) **[10]**

   a) Discuss how ICT and its ramification for Indian Rural Economy.
                                OR
   b) Explain the impact of PMJDY on financial inclusion.

Q4) Answer (a) or (b) **[10]**

   a) Compare e-commerce in Agri and tradition market.
                                OR
   b) Discuss mobile phone as leapfrogging technology.

Q5) a) What changes and possibilities in Agriculture and Banking you will suggest to improve standard of life of formers in India. **[10]**
                                OR
   b) Discuss how GIS Application in micro resource planning will help.

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M.B.A.

SC- PHCM-02 : PHARMA & HEALTHCARE

REGULATORY ENVIRONMENT IN INDIA

(2019 Pattern) (Semester - IV)(404 PHCM)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1) **Answer any 5 out of 8 (2 marks each) :**   **[10]**

    a)   Define Contract

    b)   Explain term design..

    c)   Define marketing environment in pharma & healthcare context.

    d)   Define Copyright.

    e)   Define acceptance of contract.

    f)   Enlist any two laws applicable to hospitals.

    g)   Define IPR.

    h)   Explain Patent.

Q2) **Answer any 2 out of 3 (5 marks each) :**   **[10]**

    a)   What do you understand by consumer protection act.

    b)   Write about consideration & legality of object.

    c)   Write Essentials of void contract

Q3) **Answer any 1 out of 2 :**   **[10]**

    a)   Mr.Anil want to start the hospital in pune city. Mrs Namita will be helping him to commissioning the hospital process, What all help the Mrs. Namita will be providing to make Mr. Anil's hospital operational.

<div align="center">OR</div>

<div align="right">P.T.O.</div>

b) Technological Environment in pharma & healthcare management have given an edge to the services for betterment of healthcare infrastructure-comment.

Q4) **Answer any 1 out of 2 :** **[10]**

a) Analyses the current pharma & healthcare market scenario with reference to trends in till industry.

<div align="center">OR</div>

b) Analyses changing role of IPR for pharma companies.

Q5) **Answer any 1 out of 2 :** **[10]**

a) Enlist various legal problems in relation to health-care administration with provisions to overcome the same.

<div align="center">OR</div>

b) How hospitals can create it own model for effective consumer disputs considering Legal Framework.

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S.Y. M.B.A.

404 THM SC-THM-02 : TOURISM AND TRAVEL MANAGEMENT

(2019 Pattern) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All the questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1) Attempt any 5 out of 7 questions. **[5×2=10]**

    a)   Eco tourism relates to_____.

        i)   Economic system

        ii)   Financial system

        iii) Nature

        iv) E-commerce

    b)   International tourism helps to earn_____.

        i)   Goodwill

        ii)   Foreign exchange

        iii) Image building

        iv) Collaborative Business

    c)   _____is the cultural capital of India.

        i)   Mumbai

        ii)   Delhi

        iii) Nagpur

        iv) Bangalore

    d)   _____holidays are one of the type of tourism.

        i)   Wellness and health

        ii)   Music and Recreation

        iii) Sports

        iv) Entertainment

    e)   Tourism destination planning relates to planning of_____.

        i)   Carvings

        ii)   Sculptures

        iii) Architecture

        iv) Places

f) The place at which a traveler terminates his journey is called_____.
   i)   Destination
   ii) Domestic Tourism
   iii) Excursionist
   iv) Mass tourism

Q2) Write short notes on any 2.   **[2×5=10]**
   a) Sources of Income of a travel agency.
   b) Travel and Health Insurance.
   c) Religious Tourism.
   d) Sports Tourism

Q3) Define Tourism Concepts along with Components of tourism.   **[10]**

                              OR

Explain travel Agency and tour operation Business, What are the Functions of travel Agency.

Q4) Elaborate Tour planning, importance of Tour, and classification of Tour packages.   **[10]**

                              OR

Define "Eco-Tourists" Ecotourism Activities & Impacts. Explain the Western and Eastern Views of Ecotourism.

Q5) Define Role and functions of travel agencies and challenges they face while doing business in India.   **[10]**

                              OR

Explain any 5 Tourist places in India and elaborate the specialties of them.

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[6118]-82

S.Y.M.B.A.

404-IB-SC - IB - 02 : GLOBAL TRADE AND LOGISTICS MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *Answer all questions.*
2) *Figures to the right indicate full marks.*

Q1) Solve any five out of following. **[5×2=10]**

a) Which of following theory suggest that firms seek to penetrate new market over time?

i) Imperfect Market Theory   ii) Product Cycle Theory

iii) Theory of comparitive advantage   iv) None of them

b) The strategic component of logistical mission

i) Reflect vision of top management   ii) Deal with delivery service

iii) Refer to value added service   iv) Reflect ability of firm

c) Which is not a component of specific forces of business environment?

i) Customer   ii) Technology

iii) Investor   iv) Employee

d) International trade differs from domestic trade become of -

i) Different government policies   ii) Immobality of factors

iii) Trade ristrictions   iv) All of above

e) Which of following trade theory support that if you are only producer you can get trade advantage in international trade.

i) Absolute advantage theory

ii) Comparitive advantage theory

iii) Porters model

iv) PLC they

f) Government policy about export and import is called-

i) Fiscal Policy

ii) Monetary Policy

iii) Finance Policy

iv) Commercial Policy

P.T.O.

g) In product life cycle, the emphasis in marketing mix during decline stage is _____

    i)   Distribution   ii)   Promotion

    iii)   Price   iv)   Cost reduction

h) The logistic is derived from the _____ word

    i)   Greek   ii)   Latin

    iii)   Spanish   iv)   American

Q2) Solve any two out of following-   **[2×5=10]**

    a) Define and elaborate multi model transport system.

    b) Explain concept of third party logistics.

    c) Explain concept of 'CHA', 'FFA', 'C&FA'.

Q3) a) Compare and contrast NVOCC and fright forwarder.   **[10]**

<div align="center">OR</div>

    b) Comment on institutional framework for export promotion and explain export incentives and facilities.

Q4) a) Analyse and discuss various factors making impact over type and functionality of business involved in international trade (Business environment)   **[10]**

<div align="center">OR</div>

    b) Elaborate Global sourcing challenge for Indian Industries.

Q5) a) Explain different modes of operation of shipping with example.   **[10]**

<div align="center">OR</div>

    b) Write a note on (Any two)

        i) Custom bonded wearhouse

        ii) Harbor Facility

        iii) Ship Operating Agent

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