

Total No. of Questions : 5]

SEAT No. :

PA-4945

[Total No. of Pages : 4

[5946]-1001A

First Year M.B.A.

G C-01 (101) : MANAGERIAL ACCOUNTING

(All Program 2021 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

[5×2=10]

- a) Write any four accounting concepts.
- b) What are the objectives of financial statements?
- c) What is Costing?
- d) What is a Break-Even point?
- e) Write the types of material variances?
- f) What are assets and liabilities?
- g) What are the elements of cost?
- h) Define Budget.

Q2) Solve any two.

[2×5=10]

- a) Differentiate between capital and Revenue Expenditure.
- b) What is cost accounting? Explain its objectives.
- c) What is standard costing? Explain the advantages & disadvantages of standard costing.

P.T.O.

Q3) Solve any one.

[1×10=10]

- a) From the following particulars taken out from the books of Sharvee Electricals prepare trading, P&L A/c for the year ended 31st March, 2022 and Balance Sheet as on that date.

Trial Balance

Particulars	Debit Amount ₹	Credit Amount ₹
Sundry Debtors	52,000	
Cash in Hand	2,392	
Creditors		22,000
Furniture & Machinery	27,500	
Motor car	22,000	
Purchases	1,45,000	
Sales		2,92,000
Sales Return	2,600	
Salaries	8,420	
Opening stock	11,400	
Motor Car Expenses	6,108	
Rent, Rates and Taxes	3,600	
Insurance Premium		
Paid on 1 st November 2021	2,400	
Cash at Bank	6,200	
Wages	23,600	
General Expenses	2,680	
Carriage Inward	2,040	
Carriage Outward	1,630	
Fuel & power	6,430	
Capital		20,000
Drawings	8,000	
Total ₹	3,34,000	3,34,000

Adjustments:

- Closing stock amounted to ₹ 35,000.
- Goods of ₹ 2,000 were distributed as free samples.
- Further Bad debts of ₹ 2,000 and a provision for bad debts @ 5% on Debtors. to be made.
- Depreciate furniture & Machinery by 10% and motor car by 20%.
- Outstanding wages is ₹ 6,400.

OR

- b) From the following information prepare a cost sheet for the month of June, 2022 to show the prime cost, factory cost, cost of production and total cost for Srisha manufacturing Ltd.

Particulars	₹
Direct Material	1,14,000
Sales	2,32,000
Factory rent and rates	5,000
Direct wages	57,000
Factory Heating and lighting	800
Telephone and postage charges	400
Plant repairs	2,000
Office salary	3,200
Advertising	3,000
Factory Managers salary	4,000
Legal charges	300
Director's remuneration	3,000
Office rent	1,000
Plant maintenance and description	2,500
Salary of salesman	5,000
Showroom rent	1,000

Q4) Solve any one.

[1×10=10]

- a) The ABC Ltd. Furnish the following information:

	First Half	Second Half
Sales	20,00,000	30,00,000
Profit	2,00,000	4,00,000

You are required to calculate.

- P/V Ratio
- Fixed expenses
- BEP.
- Sales to earn profit ₹ 5,00,000.
- Profit when sales are ₹ 15,00,000.

OR

- b) A company producing a single product charges selling price per unit for ₹ 10. The marginal cost is ₹ 6 and fixed cost ₹ 400 p.a calculate.

- P/v ratio.
- Break-even sales.
- Sales to earn profit of ₹ 500.
- Profit at sales of ₹ 3,000.
- Contribution per unit.

Q5) Solve any one.

[1×10=10]

a) The standard mix for each batch of 250 units of product A is:

Material A 15 kgs at ₹ 15 = ₹ 225

Materials B 10 kgs at ₹ 10 = ₹ 100

25 kgs ₹ 325

During April, 10 batches were completed with actual consumption as following:

Material A 155 kgs at ₹ 2170

110 kgs at ₹ 1,210

265 kgs ₹ 3,380

Actual output was 2,400 units calculate:

- i) Material price variance.
- ii) Material usage variance.
- iii) Material cost variance.

OR

b) Prepare a cash Budget of Sriyan Ltd. for April, May and June 2022.

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

Additional Information:

- i) 10% of the purchases and 20% of sales are for cash.
- ii) The average collection period of the company is 1/2 month and the credit purchases are paid regularly after one month.
- iii) Wages are paid half monthly and the rent of Rs. 500 included in expenses is paid monthly and other expenses are paid after one month lag.
- iv) Cash balance on April, 1, 2022 May be assumed to be Rs. 15,000.

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Total No. of Questions : 5]

SEAT No. :

PA-4336

[Total No. of Pages : 2

[5946]-1002

M.B.A.

GC-02 : ORGANIZATIONAL BEHAVIOUR

(2021 Pattern) (Semester - I) (102)

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 :

[10]

- a) What are the major behavioural science disciplines that contribute to OB?
- b) Name the five models of OB.
- c) What are the five components of Emotional Intelligence?
- d) Give two examples of intrinsic motivators and two of extrinsic motivators.
- e) Write any four factors affecting group work effectiveness.
- f) State two advantages and two limitations of cohesive groups.
- g) Name any two sources of conflict at work.
- h) State any four reasons why people resist change.

Q2) Answer any Two :

[10]

- a) Explain any two errors in perception with suitable examples.
- b) Explain Porter Lawler model of motivation.
- c) Explain Kurt Lewin's three stage model of change

P.T.O.

Q3) a) What are group level stressors and what is their impact on absenteeism in organisations? [10]

OR

b) What would be the advantages and disadvantages of having a subordinate who is high on 'Self Monitoring'? [10]

Q4) a) How do traditional assumptions of conflict differ from the modern assumptions? [10]

OR

b) Which challenges of OB is the industry currently facing? [10]

Q5) a) With the help of Herzberg's theory of motivation, explain how you will motivate a person who is very intelligent and analytical but getting bored working on the job of data entry. [10]

OR

b) What are the 3 types of transactions in TA? Explain with an example complementary transactions and why they are useful for effective organizational working. [10]



Total No. of Questions : 5]

SEAT No. :

PA-4337

[Total No. of Pages : 2

[5946]-1003

M.B.A.

**103 : GC-03 : ECONOMIC ANALYSIS FOR BUSINESS
DECISIONS**

(2021 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.*

Q1) Attempt any five from the following.

[5×2=10]

- a) Define 'Managerial Economics'.
- b) State the law of supply.
- c) Explain the concept of tradeoffs.
- d) Give the meaning of utility with example.
- e) Define opportunity cost.
- f) Explain economic cost.
- g) Explain total fixed cost and fixed cost per unit.
- h) Explain 'Price Penetration'.

Q2) Attempt any two from the following :

[2×5=10]

- a) Explain the profit maximisation objectives of the firm.
- b) Explain the rationale for the existence of the firm.
- c) Discuss any two methods of Demand forecasting.

P.T.O.

Q3) a) Explain the factors affecting the demand for textile products in India. **[10]**

OR

b) Explain the factors affecting price Elasticity of Demand. Discuss the types of price elasticity that applies to products like Milk, Salt, Cars, LCD and Vegetables.

Q4) a) Discuss the cost - output relationship in the short run. **[10]**

OR

b) What is production function? Explain the law of returns to scale in the long run.

Q5) a) Explain the kinked demand curve of Oligopoly market. What is its impact on oligopoly pricing? **[10]**

OR

b) Highlight the intervention of the government into the business cycle in order to control inflation during the current year.



Total No. of Questions : 5]

SEAT No. :

PA-4338

[Total No. of Pages : 2

[5946]-1004

F.Y. M.B.A. (Semester - I)

GC-104 : BUSINESS RESEARCH METHODS

(2021 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate marks for questions/sub questions.*
- 3) *Answer to the questions should be specific and to the point.*
- 4) *Draw sketches wherever necessary with the pencils.*
- 5) *Graph paper will not be founded.*

Q1) Solve any five :

[5×2=10]

- a) What is hypothesis.
- b) What is test of validity?
- c) Explain semantic scale.
- d) Define Research design.
- e) Write the steps of research.
- f) What are the types of probability sampling?
- g) Write the sources of secondary data.
- h) Write the difference between questionnaire and schedules?

Q2) Solve any two :

[2×5=10]

- a) Which are the most commonly used measurement scales. Explain nomial scale in detail.
- b) What is sampling? What are the essential of a good sample?
- c) What are the requirements of a good questionnaire? Give reasons.

P.T.O.

Q3) Solve any one : **[1×10=10]**

- a) Draft a questionnaire to determine the attitude of buyers towards online shopping experience.
- b) Draft a questionnaire to find online social sites top 10 business practices.

Q4) Solve any one : **[1×10=10]**

- a) List and scrutinize any four probability sampling methods with their relative merits and drawbacks.
- b) The demand for a particular spare part in factory was found to vary from day to day. In sample study the following information was contained.

Day	Mon	Tue	Wed	Thur	Fri	Sat
No. of parts demanded	1124	1125	1110	1120	1126	1115

Prepare the hypothesis and interpret whether the number of parts demanded are independent of the days of the week. Given chi square calculate = 0.179 chi square at 0.05 (5df) table value = 11.07 comment on whether hypothesis is accepted or rejected with justification.

Q5) Solve any one: **[1×10=10]**

- a) Design a research proposal status how psychology can help improve education.
- b) Draw a histogram and find mode from the graph of the following data.

Class Interval	10-15	15-20	20-25	25-30	30-35	35-40
Frequency	30	98	80	58	29	50



Total No. of Questions : 5]

SEAT No. :

PA-4339

[Total No. of Pages : 2

[5946]-1005

M.B.A.

PROJECT MANAGEMENT

GE-150 : Basics of Marketing

(2021 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*

Q1) Answer Any Five :

[5 × 2 = 10]

- a) List the competing concepts under which the organization carries out marketing activities.
- b) Describe Selling Concept.
- c) Define need and provide two examples.
- d) List four elements of the marketing macro environment.
- e) Name the major consumer market segmentation variables.
- f) Identify two points of distinction between the organization and consumer buying behaviour.
- g) List down components of Marketing Mix.
- h) Mention the four stages of the Product Life Cycle.

Q2) Answer Any Two :

[2 × 5 = 10]

- a) Explain components of Micro Environment Analysis with proper Example.
- b) What is Long tail marketing and Niche Marketing with appropriate example.
- c) Explain Concept of market Potential for Smart Phones in rural India.

P.T.O.

Q3) Answer Any One : [10]

- a) Enlist the steps involved in the buying decision process of a Laptop for personal Use.

OR

- b) Ather electric scooter is planning a new product launch in India. Explain marketing mix and Design an extended marketing mix that will help the company to succeed in Indian market?

Q4) Answer Any One : [10]

- a) Explain the terms “Targeting” and “Positioning.” How are these concepts used by BATA, TATA Salt and Dish TV?

OR

- b) With an appropriate example, explain the concepts of value proposition and unique selling proposition.

Q5) Answer Any One : [10]

- a) Develop the PESTEL analysis for coffee shop.

OR

- b) Describe the stages of the product life cycle (PLC) in terms of marketing for any F.M.C.G. with suitable strategies to be adopted at each stage.



Total No. of Questions : 5]

SEAT No. :

PA-4340

[Total No. of Pages : 2

[5946]-1006
M.B.A. (Semester - I)
GC-106 : DIGITAL BUSINESS
(2021 Pattern) (106)

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 :

- a) What is E-Commerce? [2]
- b) Define EDI. [2]
- c) What are Electronic Marketers? [2]
- d) Write down the benefits of Electronic web commerce. [2]
- e) What are the advantages and disadvantages of mobile commerce? [2]
- f) What is a digital business ecosystem? [2]
- g) What is Electronic Retailing (E-tailing)? [2]
- h) What are E-books? [2]

Q2) Solve any two :

- a) Explain the Components of E-Commerce. [5]
- b) What is Mobile Commerce? Describe the various types of Mobile commerce. [5]
- c) What is Social Commerce with examples in social media? [5]

Q3) Solve any one :

- a) What is Digital and explain the implementation of various types of digital Payment and the uses of Digital payment? [10]
- b) What is E-Marketplace and its operation with examples? [10]

P.T.O.

Q4) Solve any one :

- a) Explain Electronic Retailing (E-tailing)? Relate the Electronic Retailing in Current scenario with examples? **[10]**
- b) What is E-Governance or Electronic Governance? Differentiate with respect to its Objective by relating its type? **[10]**

Q5) Solve any one :

- a) What is E-Recruitment? Describe the layout of social recruiting and formulate various Benefits? **[10]**
- b) Explain the design of the E-health? Explain the basic characteristics of E-health? **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4341

[Total No. of Pages : 2

[5946]-1007

F.Y. M.B.A.

GE-UL-01 : MANAGEMENT FUNDAMENTAL

(107) (2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory with internal choice with in question.*
- 2) *Five questions each carries 10 marks.*

Q1) Answer any 5 :

[5 × 2 = 10]

- a) Define the Planning.
- b) What is mean by Virtual organisation?
- c) What is Benchmarking?
- d) Difference between Centralization & Decentralization organization Structure?
- e) What is MBO?
- f) Define Goals and Plans
- g) What is SMART Goal?
- h) Illustrate Span of Control

Q2) Answer any 2 :

[2 × 5 = 10]

- a) Illustrate the Hawthorne Experiment of human resource approach.
- b) Write difference between mechanistic organisation and organic organisation.
- c) What is bounded rationality? Explain its process?

P.T.O.

Q3) a) Explain Mintzberg's managerial roles with suitable example. [10]

OR

b) Suppose you have been asked by company to design its control system. Which of the alternative will you follow in designing the control system? And why? (A. Forward looking or B. Backward looking)[10]

Q4) a) "Controlling is fundamental function that ensures work accomplishment according to plan" Analyze this statement and outline the various steps involved in controlling. [10]

OR

b) What effect do you think the characteristic of the boundary less organization will have on employee in today's contemporary organizations? [10]

Q5) a) Laxmi Chemicals Ltd., a soap manufacturing company, wanted to increase its market share from 30% to 55% in the long-run. A recent report submitted by the Research & Development Department of the company had predicted a growing trend of herbal and organic products. To achieve this target develop the plan. [10]

OR

b) State and Analyze the factors affecting structural choice of automobile manufacturing organisation. [10]



Total No. of Questions : 5]

SEAT No. :

PA-4342

[Total No. of Pages : 2

[5946]-1008

M.B.A. (Fintech)

108 : INDIAN ECONOMY

(All Program 2021 Pattern) (Semester - I) (GE-UL-02)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Each question has an internal option.

Q1) Solve any five : (Each 2 marks)

[10]

- a) A number of factors are responsible for poverty in India. Which among the following is not the economic factor contributing to poverty?
 - i) Inequalities of income
 - ii) Mass illiteracy
 - iii) Low productivity in Agriculture
 - iv) Fast rise in population
- b) Dairy comes under which sector of economic activity
 - i) Tertiary sector
 - ii) Primary sector
 - iii) Secondary sector
 - iv) Quaternary sector
- c) Explain the concept of Tertiary sector
- d) Economic survey is published by
 - i) Ministry of Finance
 - ii) Planning Commission
 - iii) Govt. of India
 - iv) Indian statistical institute
- e) Which of the following combination is correct?
 - i) NABARD - Industrial loan
 - ii) IDBI - Short Term loan
 - iii) RBI - Long Term loan
 - iv) RRB - Agricultural finance
- f) Major portion of working population in India is in
 - i) A tertiary factor
 - ii) Private sector
 - iii) Public sector
 - iv) Secondary sector

P.T.O.

- g) India is a :
- i) Developed country
 - ii) Developing country
 - iii) Underdeveloped country
 - iv) None of these
- h) 'Take off stage' in an economy means
- i) Restrictions are removed
 - ii) Economy is stagnant
 - iii) Steady growth begins
 - iv) Economy is collapsing

Q2) Solve any two out of 3 (5 marks each) : [10]

- a) Write a note on financial inclusion.
- b) Balance of payments.
- c) Poverty in India.

Q3) Solve any one out of 2 : [10]

- a) Explain the concept Green Revolution
- b) A detailed note on 'Trends in Indian economy'.

Q4) Solve any one out of 2 : [10]

- a) Elaborate the difference in between private sector and public sector.
- b) Elaborate the difference in between primary and secondary sector.

Q5) Solve any one : [10]

- a) Functions of Reserve Bank of India.
- b) Explain the concept of Human Development in detail.



Total No. of Questions : 5]

SEAT No. :

PA-4343

[Total No. of Pages : 2

[5946]-1009

F.Y. M.B.A.

**109 GE-UL-03 : ENTREPRENEURSHIP DEVELOPMENT
(2021 Pattern) (Semester - I)**

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.*
- 4) *Use of non-scientific calculator is permitted (as applicable)*

Q1) Define Any Five :

[5 × 2 = 10]

- a) Intrapreneurs
- b) Entrepreneurship
- c) Women Entrepreneurs
- d) Entrepreneurial competencies
- e) SSI
- f) Franchising
- g) Business plan

Q2) Write short note on any Two :

[2 × 5 = 10]

- a) Traits of Entrepreneurs
- b) Start up India
- c) Bottom of pyramid
- d) Social Entrepreneurship

Q3) Write any One :

[10]

- a) “Entrepreneurship is an essential economic development requirement”. Critically explain the statement while citing the Entrepreneurial factors constituting to Nations economic development.
- b) Discuss the Mc clelland’s theory of high achievement and distinguish the same from the Innovation theory of schumpeter.
- c) “Entrepreneurship Development Programme (EDP) is essention for the growth of the potential entrepreneurs”. Discuss.

P.T.O.

Q4) Solve any One :

[10]

- a) Small Scale Industries (SSI) is the back bone of the economy”. Discuss the rationale & objectives behind the development of SSI.

OR

- b) Discuss the role of central and state Government in developing entrepreneurship in the Nation.

Q5) Solve any One :

[10]

- a) Discuss the Entrepreneurial process in light of relevant examples.

OR

- b) Discuss the Entrepreneurial style of a leading entrepreneur of your choice while highlighting the success & failures experienced by the Entrepreneur.



Total No. of Questions : 5]

SEAT No. :

PA-4153

[Total No. of Pages : 6

[5946]-101

M.B.A. - I

**(GC-01) MANAGERIAL ACCOUNTING
(2019 Pattern) (Semester - I) (101) (Theory)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five

[5×2=10]

- a) The left hand side of an account is called the ____ side while the right hand side of an account is called the ____ side.
- b) Write any two objectives of financial statement.
- c) Give two examples of tangible and intangible assets?
- d) i) The long-term assets that have no physical existence but are rights that have value is known as
 - 1) Current Assets
 - 2) Fixed Assets
 - 3) Intangible Assets
 - 4) Tangible Assets
- ii) The process of entering all transactions from the Journal to Ledger is called
 - 1) Posting
 - 2) Entry
 - 3) Accounting
 - 4) None of the above

P.T.O.

e) i) _____ are the process and techniques of ascertainment of cost.

- 1) Cost
- 2) Costing
- 3) Cost Accounting
- 4) Cost Accountancy

ii) Element/s of Cost of a product are:

- 1) Material only
- 2) Labour Only
- 3) Expenses Only
- 4) Material, Labour and Expenses

f) What is Break-Even Point?

g) Define standard costing.

h) i) _____ budget is a budget which is designed to remain unchanged irrespective of the volume of output or turnover achieved.

- 1) Fixed
- 2) Flexible
- 3) Cash
- 4) Sales

ii) The main objective of budgetary control is:

- 1) to define the goal of the firm
- 2) to coordinate different departments
- 3) to plan to achieve its goals
- 4) all of the above

Q2) Solve any two

[2×5=10]

- a) Explain the Elements of Cost along with relevant examples.
- b) Differentiate between cost accounting and financial accounting.
- c) Who are the users of accounting information? Explain.

Q3) Solve any one

- a) The following trial balance has been extracted from the books of Rajesh on 31st March, 2021. **[10]**

Trial Balance
As on 31st March 2021

Debit Balance	Amount R	Credit Balance	Amount R
Drawings	44,000	Capital	1,76,000
Plant and machinery	1,00,000	Sales	4,72,000
Opening stock	20,000	Provision for bad and doubtful debts	2,000
Purchases	2,70,000	Bank overdraft	20,000
Wages	62,000	Discount received	6,000
Salaries	70,000	Sundry creditors	24,000
Insurance	45,000		
Rent and taxes	19,000		
Sundry debtors	70,000		
	7,00,000		7,00,000

The following adjustments are to be made:

- i) Stock on 31st March 2021 was Rs. 28,000
- ii) Provision for doubtful debts is to be maintained at 5% on sundry debtors.
- iii) Depreciate plant and machinery at 20%.

As an Accountant you are required to prepare trading and profit and loss account for the year ended 31st March 2021 and a balance sheet as on that date.

- b) The following figures extracted from the books of Alfa Ltd for the year ended on 31.3.2021. As a Cost Accountant you are required to prepare a statement of the cost to show the prime cost, factory cost, cost of production, total cost and calculate profit/loss for the year 2020-22.[10]

Particulars	Amount Rs.
Direct Materials	70000
Indirect Wages	10000
Factory Rent & Rates	50000
Indirect Materials	500
Depreciation of Office Assets	100
General Factory Expenses	5700
General Selling Expenses	1000
Office Salaries	4500
Advertisements	2000
Direct Wages	75000
Other Direct Expenses	15000
Office Rent & Rates	500
Depreciation of Machines	1500
Salary to Managing Directors	12000
Travelling Expenses	1100
General Office Expenses	1000
Carriage Outward	1000
Sales	250000

Q4) Solve any one

[10]

- a) As a Cost Accountant, from the following information you are required to analyse :
- i) Profit volume ratio
 - ii) BEP
 - iii) Margin of safety
 - iv) Profit if sales are Rs.1,00,000
 - v) Sales required to earn a profit of Rs. 20,000

Year	Sales	Profit
2017	1,20,000	9,000
2018	1,40,000	13,000

- b) Aadesh Enterprise Ltd. furnished you the following related to the year 2021. **[10]**

	Rs.
Sales	150000
Variable cost	120000
Gross Profit	60000
Fixed cost	20000
Net Profit	40000

You have appointed as Cost Accountant, analyse the following:

- i) P/V Ratio
- ii) BEP
- iii) Profit when sales are Rs. 400000
- iv) Sales required to earn a profit of Rs. 80000
- v) Margin of safety when sales are Rs. 400000

Q5) Solve any one

- a) M.K. Exports Ltd. wishes to arrange overdraft facilities with its bankers during the period April-June 2021 when it will be manufacturing mostly for stocks. A company is appointed you as a finance executive. As a finance executive you are required to evaluate and prepare a cash budget for this period from the following data, indicating the extent of the bank facilities the company will require at the end of each month. **[10]**

Period	Sales Rs.	Purchases Rs.	Wages Rs.
Feb. 2021	1,80,000	1,24,000	12,000
March 2021	1,92,000	1,44,000	14,000
April 2021	1,08,000	2,43,000	11,000
May 2021	1,74,000	2,46,060	10,000
June 2021	1,26,000	2,68,000	15,000

- i) 50 per cent of the sales are realised in the month following the sales and the remaining 50 per cent in the second month following.
- ii) Creditors are paid in the month following the month of purchase.
- iii) Cash at bank on 1st April 2021 is Rs. 25,000.
- b) As a finance executive you are required to assess Material Cost Variance, Material Price Variance and Material Usage Variance from the given information: **[10]**

	Standard			Actual		
	Qty.	Price	Value	Qty.	Price	Value
	Kgs.	Rs.	Rs.	Kgs.	Rs.	Rs.
Material A	100	5	500	100	4	400
Material B	80	4	320	90	5	450
Material C	40	2	80	50	3	150
	220		900	240		100

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Total No. of Questions : 5]

SEAT No. :

PA-4344

[Total No. of Pages : 3

[5946] - 1010

M.B.A.

(GE-UL-04) 110 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS
(2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All the questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Answer any Five :

[10]

- a) Supportive friends and family provide _____ by reassuring individuals that they are loved, valued and cared for.
 - i) tangible support
 - ii) emotional support
 - iii) informational support
 - iv) financial support
- b) The nervous system can be divided into major regions _____ and _____.
- c) _____ is a skill or behaviour that helps to communicate clearly and confidently our needs, feelings and thought.
 - i) Rational thinking
 - ii) Perfectionism
 - iii) Positive Attitude
 - iv) Assertiveness
- d) Explain the meaning of culture.
- e) Abnormal functioning of amygdala leads to _____.
 - i) anger
 - ii) loss of libido
 - iii) mood changes
 - iv) autism

P.T.O.

- f) _____ is accredited with theory of evolution.
- i) Charles Darwin
 - ii) James Lang
 - iii) Sigmund Freud
 - iv) None of the above
- g) _____ involves seeking information from a person on one-to-one basis.
- i) Case study
 - ii) Self Report
 - iii) Interview
 - iv) Psychological Test
- h) Sanjana just found a gold bracelet inside a hall which part of her personality urge her to deposit it in office?
- i) id
 - ii) ego
 - iii) super ego
 - iv) libido

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

- a) Explain any five types of Learning.
- b) Explain classical conditioning theory in brief.
- c) Describe how short term memory works in an individual.

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

- a) State various studies which points out the role of brain in learning and conditioning.

OR

- b) Analyze in detail how learning and memory works as intertwined process.

Q4) Answer any One :

[10]

- a) Explain the concept of reinforcement in learning with relevant examples.

OR

- b) Define social behaviour and discuss the types of social behaviour.

Q5) Answer any One :

[10]

- a) What is sensory memory? Discuss how memory improvement techniques helps in facilitation of short term and long term memory.

OR

- b) Discuss the relationship between language and thinking by giving relevant examples.



Total No. of Questions : 5]

SEAT No. :

PA-4345

[Total No. of Pages : 2

[5946]-1011

M.B.A.

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

(2021 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) Valid contract
- b) Implied warranty
- c) Negotiable instrument
- d) Consumer under consumer protection Act.
- e) Trade Mark
- f) Agent as per agency contract
- g) Unpaid seller
- h) Digital signature

Q2) Answer any two (5 marks each) :

[2×5=10]

- a) Distinguish between contingent contract and wagering agreement.
- b) Differentiate between private company and public company.
- c) Differentiate between promissory note and bill of exchange.

P.T.O.

Q3) a) Explain the essential elements of the contract of sale. **[10]**

OR

b) Define surety. Explain the rights of a surety against the creditor and against the co-surety. **[10]**

Q4) a) Define the term 'Agent' as per the contract of agency and explain the rights of an agent against the principle. **[10]**

OR

b) Define consumer as per the consumer protection act and explain the constitution as well as jurisdiction of state consumer forum. **[10]**

Q5) a) Define the term 'holder in due course'. Explain in detail how a negotiable instrument can be dishonoured. **[10]**

OR

b) Define company as per company act and explain in detail the memorandum of association. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4346

[Total No. of Pages : 2

[5946]-1012

M.B.A.

PROJECT MANAGEMENT

GE-UL-06 : 112 : Demand Analysis & Forecasting

(2021 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 five (2 marks each) **[10]**

- a) Describe what is a candidate product.
- b) Investigate in detail what marketing research techniques can be used for estimating demand?
- c) What is Demand Forecasting?
- d) Define diffusion and composite indexes.
- e) What are the Components for Time Series Analysis?
- f) What are the different Demand Forecasting Methods?
- g) Describe Focus Group.
- h) List out the criteria of a good forecasting method.

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

- a) Summarise types of Demand Elasticity with appropriate example.
- b) Summarize qualitative methods of demand forecasting used by HR manager.
- c) Explain Trend Analysis. Write down two advantages and two disadvantages of trend analysis.

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

- a) What are the strengths and weaknesses Holt's Winter's Method?

OR

- b) What are the strengths and weaknesses of cross impact analysis? Justify with appropriate example.

P.T.O.

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

- a) Explain five techniques of Qualitative research with appropriate example.
- OR
- b) What is Market Research Technique? Write down one Pros, Cons and Application of three market research forecast methods.

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

- a) Historical demand for a product is :

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

- i) Using a weighted moving average method with weights of 0.50 (June), 0.30 (May), and 0.20 (April), find the July forecast.
- ii) Using a simple three-month moving average method, find the July forecast.
- iii) Using single exponential smoothing with $\alpha = 0.20$ and a July forecast of 14. Find July forecast.

OR

- b) Given the following data, calculate forecasts for months 4, 5, 6 and 7 using a three - month moving average method and an exponential smoothing forecast with an alpha of 0.3.

Assume a forecast of 61 for month 3 :

Month	Actual Sales
1	56
2	76
3	58
4	67
5	75
6	76
7	



Total No. of Questions : 5]

SEAT No. :

PA-4154

[Total No. of Pages : 2

[5946]-102

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 marks for question.*

Q1) Answer any 5.

[5×2=10]

- a) What are the three levels of organizational behaviour?
- b) What are the five key elements of emotional intelligence.
- c) Name five elements of Big five personality model.
- d) Define selective perception.
- e) Name three ego status of transactional analysis.
- f) Define Group Dynamics.
- g) Name four quadrants of JOHARI Window.
- h) According to equity theory, What will an employee who perceives inequity do?

Q2) Answer any 2.

[2×5=10]

- a) Explain the modern view of organizational conflict.
- b) Define perception. Explain the factors effecting perception.
- c) Name the factors in job satisfaction and discuss it's relation with employee turnover and absenteeism.

Q3) On the basis of Herzberg theory, how can a manager ensure that a dissatisfied employee becomes a satisfied employee.

[10]

OR

What do you feel about the leadership style are being used in private and public sector of india. Elaborate with relevant examples.

[10]

P.T.O.

Q4) Differentiate between custodial & supportive model of organizational Behaviour. [10]

OR

Enumerate physical & emotional symptoms of stress handled by employees of various sectors during covid pandemic. Discuss the remedies to overcome it. [10]

Q5) Explain the process of team formation, outline, the hindrance in it and how can they be overcome to form effective team. [10]

OR

You have joined a company as a manager a week ago. Your management believes that you are a change champion. You have come to know that your company has a history of “Following the leader”. So, what changes can you implement in your company to foster innovation? Mention any five. [10]



Total No. of Questions : 5]

SEAT No. :

PA-4155

[Total No. of Pages : 2

[5946]-103

M.B.A.-I

**103-GC-03 : 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) *Each question carries 10 marks.*
- 3) *Figures to the right indicate marks.*

Q1) Answer the following questions in one or two sentences. (Any 5) **[2 Marks each]**

- a) State 'Law of supply'.
- b) What is 'Accounting cost'.
- c) Define 'Oligopoly'.
- d) Define 'Macro economics'.
- e) What is 'Price Skimming'.
- f) What is 'Business cycles'.
- g) What is 'Investment function'.
- h) Name any four techniques or methods of demand forecasting.

Q2) Answer in brief. (Any two)

[5 Marks each]

- a) Explain profit maximisation model.
- b) State and explain any five determinants of demand.
- c) Explain elasticity of demand.

Q3) Attempt any one:

[10]

- a) Illustrate how the price is determined under perfect competition in short run.

OR

- b) Is there any relation between inflation and business cycles? Explain with logic.

P.T.O.

Q4) Attempt any one:

[10]

- a) Managerial economics helps in decision making in the framework of uncertainty and scarcity of resources. Analyse and elaborate the statement with an example.

OR

- b) “ The shorter the period, the greater the influence of demand on price and the longer the period, The greater the influence of supply on price elaborate it with example and diagram.

Q5) Attempt any one:

[10]

- a) Distinguish economics from diseconomics of scale and suggest possible causes of each.

OR

- b) “ Product differentiation may only be in the eyes of the beholder’- comment and evaluate the statement in the context of monopolistic competition.



Total No. of Questions : 5]

SEAT No. :

PA-4156

[Total No. of Pages : 2

[5946]-104

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 marks for question/sub question.*
- 3) *Answers to the questions should be specific and to the point.*
- 4) *Draw sketches wherever necessary with pencils.*
- 5) *Graph paper will not be provided.*

Q1) Solve any five.

[10]

- a) Define business research.
- b) List the elements of research report.
- c) Enumerate the types of data.
- d) Enlist probability sampling methods.
- e) Explain mean and mode.
- f) Describe control group and test group in brief.
- g) Enlist types of research design.
- h) Enlist the types of measurement scales.

Q2) Solve any two:

[10]

- a) Differentiate between qualitative and quantitative research approach.
- b) Differentiate between convenience sampling and purposive sampling methods
- c) Compare personal interview method with telephonic interview method of data collection.

Q3) Solve any one:

[10]

- a) Prepare the research proposal for the topic “Distribution channel members’ (Retailers’ and wholesalers’) perceptions towards the bathing soap of XYZ company”.
- b) The management of one of the BPO (Business process outsourcing) companies identified that the employee turnover is very high in the company management instructed ‘HR’ department to reduce the attrition rate. Identify management question, research question and investigative questions for the given scenario.

P.T.O.

Q4) Solve any one. [10]

- a) The researcher wants to know in detail about the social networking application Linked In. His aim is to suggest improvements for Linke In for better results. Construct a questionnaire for the survey regarding use of Linked In networking site.
- b) The demand for a particular spare part in factory was found to vary from day to day. In sample study the following information was obtained.

Day	Mon	Tue	Wed	Thu	Fri	Sat
No. of parts demanded	1,124	1,125	1,110	1,120	1,126	1,115

Prepare the hypothesis and interpret whether the number of parts demanded are independent of the days of the week.

Give :- Chi square calculated = 0.179
 Ehisquare at 0.05 (5 d.f)=11.07
 Table value

Comment whether hypothesis is accepted or rejected. Justify your comment.

Q5) Solve any one. [10]

- a) Develop the suitable sampling design for following situations and justify the answer.
- i) To determine the online purchase priority of individuals towards the purchase of household appliance the 'Fridge.
- ii) To study the perception of recruiters (Recruitment decision makers) towards online education(adopted due to covid pandemic and employability of MBA students in comparison with offline education.)
- b) Draw histogram for the following. Also find mode from the graph.

Salary in (00Rs)	30-40	40-50	50-60	60-70	70-80	80-90	90-100
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Total No. of Questions : 5]

SEAT No. :

PA-4157

[Total No. of Pages : 2

[5946]-105

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 right indicate full marks.*

Q1) Solve Any Five out of Eight (2 marks each):

- a) Explain concept of Market Potential and market share.
- b) What is zero moment of truth (ZMT)?
- c) What is Meta - Markets?
- d) Define Individual Marketing.
- e) Define concept of positioning.
- f) List down four concepts of marketing.
- g) Explain two components of marketing mix.
- h) List down key customer market.

P.T.O.

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

- a) Explain buying roles with appropriate example.
- b) Describe Marketing myopia wrt automobile sector.
- c) Distinguish between targeting, segmentation and positioning.

Q3) Solve Any One (10 Marks each):

- a) Examine the major forces that affect the organization's micro and macro environment. Give appropriate instances.

OR

- b) Develop PESTLE analysis for a coffee shop.

Q4) Solve Any One (10 Marks each):

- a) Explain each stage of consumer buying behaviour for purchase of double door refrigerator for personal use.

OR

- b) Explain segmentation categorize following products in suitable segmentation. Justify your answer.
 - i) Kinder Joy and
 - ii) Royal Enfield Bullet

Q5) Solve Any One (10 Marks each):

- a) Describe the suitable strategies to be adopted at each stage of PLC for a two wheeler of your choice.

OR

- b) Formulate Marketing mix for new sugar free ice-cream brand in India.



Total No. of Questions : 5]

SEAT No. :

PA-4158

[Total No. of Pages : 2

[5946]-106

First Year M.B.A.

106-GC-06 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Read Instructions carefully.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks.*

Q1) Answer any 5 questions out of 8 questions (Each question carry 2 marks):

- a) Explain the concept of 'Disintermediation'.
- b) Define 'Gamification'.
- c) Define 'Mobile Commerce'.
- d) Recall the term 'Social collaboration'.
- e) List the limitations of E-Books.
- f) Sunilk Gang of Girls includes all the below things EXCEPT on the virtual community.
 - i) Styling tips
 - ii) Blogs
 - iii) Contests
 - iv) Competitive information
- g) E-market places those owned & operated by a single company are _____ while E-market places on ten owned by a third party are _____.
 - i) Private, Public
 - ii) Public, Private
 - iii) Private, Private
 - iv) Public, Public
- h) Zerodha kite and Angel Broking are _____.
 - i) Traffic apps
 - ii) Logistic app
 - iii) Weather app
 - iv) Stock Trading app

P.T.O.

Q2) Answer any 2 out of 3 (Each question carry 5 marks):

- a) Define E-Market place and Discuss any two types of E-Market place.
- b) Summarise any two forms of Online Entertainment.
- c) List any two benefits of E-Commerce to consumers as well as business houses.

Q3) a) Compare and contrast Retailers Vs. E-Tailers.

OR

- b) 'Virtual communities is a perfect place to listen to customers? Appraise.

Q4) a) "With rapid growth and increasing success, the online travel industry is becoming very popular." Analyse the statement.

OR

- b) 'Indian Customers are moving from Homemade Food to Food delivered at doorstep'. Appraise the statement.

Q5) a) You are appointed as a consultant, design suitable business model for a multinational company launching 'Online Music Entertainment'.

OR

- b) You are appointed as a consultant, compose a suitable business model canvas for starting a 'Online Real Estate business'.



Total No. of Questions : 5]

SEAT No. :

PA-4159

[Total No. of Pages : 2

[5946]-107

F. Y. M.B.A.

107 : MANAGEMENT FUNDAMENTALS

(2019 Pattern) (Semester - I) (GE - UL : 01)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory with internal choices within the Question.*
- 2) *5 Questions each carries 10 marks.*
- 3) *Give suitable examples & diagrams wherever necessary.*

Q1) Answer any 5:

[5×2=10]

- a) What are the managerial skills needed for managers?
- b) List out managerial competencies?
- c) Explain the concept of chain of command.
- d) What is a virtual organisation.
- e) What is grid analysis?
- f) Explain process departmentalization.
- g) What is MBO.
- h) Enumerate Benchmarking.

P.T.O.

Q2) Answer any 2:

[2×5=10]

- a) The role of a manager is changing in today's 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) a) Explain Mintz Berg's managerial roles with suitable example. [10]

OR

- b) Define and describe any 3 types of traditional organisational designs with example.

Q4) a) Compare centralization and Decentralization concept in organisation structure (State minimum 5 points). Explain at what levels they function in organisation hierarchy. [10]

OR

- b) Explain Adaptive organisation structure and its types.

Q5) a) Choose a suitable type of organisation structure for a government run Handloom and Handicraft Industry. [10]

OR

- b) Construct a departmentation plan for a high end retail mall with single owner to be established at Pune - Solapur Highway.



Total No. of Questions : 5]

SEAT No. :

PA-4160

[Total No. of Pages : 3

[5946]-108

M.B.A. - I

108 - GE - UL - 02 : INDIAN ECONOMY

(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.*
- 3) *Each question has an internal option.*

Q1) Solve Any Five:

[10]

- a) List the main features of Economic Planning. **[2]**
- b) Explain the role of Monetary Policy. **[2]**
- c) What is hard infrastructure & soft infrastructure. **[2]**
- d) Which of the following is not one of the indicators for the Human development index D in mentions? **[2]**
 - i) Life expectancy at birth
 - ii) Gross domestic product per capita
 - iii) Mean years of schooling
 - iv) Expected years of schooling
- e) What are the important aspects of human development? **[2]**

P.T.O.

f) Match the following: [2]

Aspect of HDI

INDICATOR

i) Education

1) Purchasing Power

ii) Health

2) Adult literacy rate of
gross enrollment ratio

iii) Access to Resources

3) Life expectancy

g) The Human Development Index and the Human Poverty Index are two important indices to measure human development used by the _____. [2]

i) UNESCO

ii) World Bank

iii) UNO

iv) United Nations Development Programme

h) Human development index ranks countries on the basis of _____, _____ and _____. [2]

Q2) Solve any two: [10]

a) Explain inclusive development. [5]

b) What is the difference between NITI Ayog and Planning Commission? [5]

c) How urbanization led to socio-economic growth? [5]

Q3) Solve any one:

[10]

- a) What are the reasons for economic inequality in India? How can inequality be reduced?

OR

- b) How did green revolution affect agriculture in India?

Q4) Solve any one:

[10]

- a) What are the features of Foreign Trade in India? Explain in detail.

OR

- b) What are economic reforms? Explain its effects on Indian Economy.

Q5) Solve any one:

[10]

- a) Explain the role & importance of small scale industries in Indian Economy.

OR

- b) What is Special Economic Zone (SEZ). How do SEZ help a countries economy.



Total No. of Questions : 5]

SEAT No. :

PA-4161

[Total No. of Pages : 2

[5946]-109

M.B.A. - I

109 : ENTREPRENEURSHIP DEVELOPMENT

(2019 CBCS Pattern) (Semester - I) (GE-UL-03)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each Question carry 10 marks.*
- 3) *Internal Options are given to each question.*

Q1) Solve any five questions (2 marks each):

- a) How would you define an Entrepreneur?
- b) List the characteristics of Entrepreneur.
- c) Define Mobilization of resources.
- d) What is meant by Sole Proprietorship? Explain its characteristics?
- e) Enumerate the factors influencing entrepreneurship growth.
- f) Enlist the functions of entrepreneur.
- g) Enumerate the constraints of entrepreneurial culture.

Q2) Make in India, Start-up India and skill India are the Flagship programs of the government. Government initiated these programs for national development, job creation and economic development. Considering this, explain the role of government in cultivating and developing entrepreneurial culture in India.

OR

What is the Innovation theory by Schumpeter and highlight its feature.

P.T.O.

Q3) The novel corona virus disease has shaken the globe. Entire factories and operations are closed. School and education institutes are closed down across all the states in India. One of the worst affected demography of this social disruption might be kids or adolescent. In this situation there were few business that got the momentum. One of them is “VEDANTU”. “Teachers by choice” was a concept behind the online tutoring started by four young entrepreneurs passionate about the teaching who were graduated from IIT. Started their tutoring journey with physical class named it as “Lakshya” and after having extensive research and anticipating the future they. Started a new venture called “VEDANTU”. Highlight the case of Vedantu with the path, towards entrepreneurial development. (Students are expected to describe Idea generation, Idea evaluation, choosing Market and product and opportunity in future).

OR

“Self-employment is the best method of solving the problem of growing unemployment in the country.” Do you agree? Suggest a suitable strategy for the identification and development of entrepreneurs.

Q4) In early days Entrepreneurship considered as a last preference for career. But in recent years India Witnessed remarkable growth in start-up systems. Young graduated are more inclined towards entrepreneurship rather than job. In this context evaluate the factors favoring entrepreneurial career amongst Youngsters in India.

OR

Evaluate the role business incubators and start up ecosystem in entrepreneurship development.

Q5) Flipkart and Amazon have changed the traditional entrepreneurial culture of modern age entrepreneurial practices. Availability of internet and customers positive attitude towards online buying are the major factors contributing this success. Justify the statement as well as explain the role of online selling in modern age entrepreneurs.

OR

Coffee and books make a perfect pair. When you think about opening up a book, you’ll most likely have a steaming cup of coffee right beside you. However, book store cafe has two different businesses which are quite independent and therefore require different skills to manage and maintain. Create a business plan for the above entrepreneurial venture. Book store Cafe.



Total No. of Questions : 5]

SEAT No. :

PA-4331

[Total No. of Pages : 6

[5946]-11

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 carries equal marks.*

Q1) Solve any Five :

[5 × 2 = 10]

- a) The left hand side of an account is called the _____ side while the right hand side of an account is called the _____ side.
- b) Write any two objectives of financial statement.
- c) Give two examples of tangible and intangible assets?
- d) i) The long-term assets that have no physical existence but are rights that have value is known as
 - 1) Current Assets
 - 2) Fixed Assets
 - 3) Intangible Assets
 - 4) Tangible Assets
- ii) The process of entering all transactions from the Journal to Ledger is called _____.
 - 1) Posting
 - 2) Entry
 - 3) Accounting
 - 4) None of the above

P.T.O.

- e) i) _____ are the process and techniques of ascertainment of cost.
- 1) Cost
 - 2) Costing
 - 3) Cost Accounting
 - 4) Cost Accountancy
- ii) Element/s of Cost of a product are:
- 1) Material only
 - 2) Labour Only
 - 3) Expenses Only
 - 4) Material, Labour and Expenses
- f) What is Break-Even Point?
- g) Define standard costing.
- h) i) _____ budget is a budget which is designed to remain unchanged irrespective of the volume of output or turnover achieved.
- 1) Fixed
 - 2) Flexible
 - 3) Cash
 - 4) Sales
- ii) The main objective of budgetary control is:
- 1) to define the goal of the firm
 - 2) to coordinate different departments
 - 3) to plan to achieve its goals
 - 4) all of the above

Q2) Solve any Two :

[2 × 5 = 10]

- a) Explain the Elements of Cost along with relevant examples.
- b) Differentiate between cost accounting and financial accounting.
- c) Who are the users of accounting information? Explain.

Q3) Solve any One :

- a) The following Trial balance has been extracted from the books of Rajesh on 31st March, 2021. **[10]**

Trial Balance
As on 31st March 2021

Debit Balance	Amount ₹	Credit Balance	Amount ₹
Drawings	44,000	Capital	1,76,000
Plant and machinery	1,00,000	Sales	4,72,000
Opening stock	20,000	Provision for bad and doubtful debts	2,000
Purchases	2,70,000	Bank overdraft	20,000
Wages	62,000	Discount received	6,000
Salaries	70,000	Sundry Creditors	24,000
Insurance	45,000		
Rent and taxes	19,000		
Sundry Debtors	70,000		
	7,00,000		7,00,000

The following adjustments are to be made :

- i) Stock on 31st March 2021 was Rs. 28,000
- ii) Provision for doubtful debts is to be maintained at 5% on sundry debtors.
- iii) Depreciate plant and machinery at 20%.

As an Accountant you are required to prepare Trading and Profit and Loss account for the year ended 31st March, 2021 and a Balance Sheet as on that date.

- b) The following figures extracted from the books of Alfa Ltd for the year ended on 31-3-2021. As a Cost Accountant you are required to prepare a statement of the cost to show the prime cost, factory cost, cost of production, total cost and calculate profit/loss for the year 2020-22. [10]

Particulars	Amount Rs.
Direct Materials	70,000
Indirect Wages	10,000
Factory Rent & Rates	50,000
Indirect Materials	500
Depreciation of Office Assets	100
General Factory Expenses	5,700
General Selling Expenses	1,000
Office Salaries	4,500
Advertisements	2,000
Direct Wages	75,000
Other Direct Expenses	15,000
Office Rent & Rates	500
Depreciation of Machines	1,500
Salary to Managing Directors	12,000
Travelling Expenses	1,100
General Office Expenses	1,000
Carriage Outward	1,000
Sales	2,50,000

Q4) Solve any One :

- a) As a Cost Accountant, from the following information you are required to analyse : [10]
- i) Profit volume ratio
 - ii) BEP

- iii) Margin of safety
- iv) Profit if sales are Rs.1,00,000
- v) Sales required to earn a profit of Rs. 20,000

Year	Sales	Profit
2017	1,20,000	9,000
2018	1,40,000	13,000

- b) Aadesh Enterprise Ltd furnished you the following related to the year 2021. [10]

	Rs.
Sales	1,50,000
Variable cost	1,20,000
Gross Profit	60,000
Fixed cost	20,000
Net Profit	40,000

You have appointed as Cost Accountant, analyse the following :

- i) P/V Ratio
- ii) BEP
- iii) Profit when sales are Rs. 4,00,000
- iv) Sales required to earn a profit of Rs. 80,000
- v) Margin of safety when sales are Rs. 4,00,000

Q5) Solve any One :

- a) M.K. Exports Ltd. wishes to arrange overdraft facilities with its bankers during the period April-June 2021 when it will be manufacturing mostly for stocks. A company is appointed you as a finance executive. As a finance executive you are required to evaluate and prepare a cash budget

for this period from the following data, indicating the extent of the bank facilities the company will require at the end of each month. **[10]**

Period	Sales Rs.	Purchases Rs.	Wages Rs.
Feb. 2021	1,80,000	1,24,000	12,000
March 2021	1,92,000	1,44,000	14,000
April 2021	1,08,000	2,43,000	11,000
May 2021	1,74,000	2,46,060	10,000
June 2021	1,26,000	2,68,000	15,000

- a) 50 per cent of the sales are realised in the month following the sales and the remaining 50 per cent in the second month following.
 - b) Creditors are paid in the month following the month of purchase.
 - c) Cash at bank on 1st April 2021 is Rs. 25,000.
- b) As a finance executive you are required to assess Material Cost Variance, Material Price Variance and Material Usage Variance from the given information : **[10]**

	Standard			Actual		
	Qty. Kgs.	Price Rs.	Value Rs.	Qty. Kgs.	Price Rs.	Value Rs.
Material A	100	5	500	100	4	400
Material B	80	4	320	90	5	450
Material C	40	2	80	50	3	150
	220		900	240		1000



Total No. of Questions :5]

SEAT No. :

PA-4162

[5946]-110

[Total No. of Pages : 2

First Year M.B.A.

**110-GE-UL-OU: 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) *Each question has an internal option.*
- 3) *Figures to right indicates marks.*
- 4) *Answer should be specific and to the point.*

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

- a) Which of the following is another term for reinforcement?
 - i) Reward
 - ii) Condition
 - iii) Response
 - iv) None of the above
- b) The term used to refer the first two weeks of life is_____
 - i) The period of infancy
 - ii) The neo-natal stage
 - iii) Early childhood
 - iv) Pre operational stage
- c) Which of the following method is used for memorizing the poem.
 - i) Serial memorizing
 - ii) Distributed practice
 - iii) Syntactic memorizing
 - iv) None of the above
- d) According to J.B.Watson “Psychology is a science of_____”
 - i) Soul
 - ii) Mind
 - iii) Behaviour
 - iv) Brain
- e) Psychology in the workplace is the subject matter of_____”
 - i) Industrial and organisational Psychology
 - ii) Social psychology
 - iii) Academic psychology
 - iv) Clinical Psychology

P.T.O.

- f) _____ and performance tests help reduce the cultural bias usually associated with intelligence tests.
- | | |
|-----------------|------------|
| i) Non-Verbal | ii) Group |
| iii) Individual | iv) Verbal |
- g) _____ involves seeking information from a person on a one-to-one basis.
- | | |
|----------------|------------------------|
| i) Case study | ii) Self-Report |
| iii) Interview | iv) Psychological test |
- h) Where the word “Psychology” come from?
- | | |
|------------|-----------------------|
| i) Italian | ii) Greak |
| iii) Latin | iv) None of the above |

Q2) Answer any two (5 marks each)

- Explain the biological basis of Behaviour.
- Outline the Gestalt Theory.
- Explain in brief bottom up and top down processing of information with respect to perceptual process.

Q3) Answer any one (10 marks each)

- Explain in detail the role of reinforcement in developing the subordinate’s Social Behaviour.

OR

- Define Learning and explain the classical conditioning with example.

Q4) Answer any one (10 marks each)

- Define memory. Describe with examples various components of memory.

OR

- Explain the types of memory. Explain the measures of memory retention.

Q5) Answer any one (10 marks each)

- What are the different ways through which a manager can influence the behaviour of an employee with the help of the knowledge of Psychology.

OR

- “Faces don’t always tell the truth about the feelings”. Do you agree or disagree- Justify.



Total No. of Questions : 5]

SEAT No. :

PA-4163

[5946]- 111

[Total No. of Pages : 2

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 question are compulsory.*
- 2) *All question carry equal marks.*

Q1) Define any Five Out of the following (2 marks each)

- a) Goods under sale of goods Act.
- b) Trade mark under IP Act.
- c) Consumer under consumer protection Act.
- d) Company under companies Act.
- e) Negotiable Instrument under Negotiable Instrument Act.
- f) Valid contract under contract Act.
- g) Contract of Indemnity.
- h) Unpaid seller.

Q2) Answer any two (5 marks each)

- a) Differentiate between contingent contract and wagering contract.
- b) Enlist the distinction between promissory note and bill of exchange.
- c) Write the comparison between private company and public company.

Q3) a) What is the contract of gurantee? Explain the rights of a surety against the creditor under contract of gurantee.

OR

- b) Define Agent. Briefly explain the various modes by which the agency may be created as per the contract of agency.

P.T.O.

Q4) a) Explain in detail the district forum under the consumer protection Act 1986.

OR

b) What is meant by undue Influence? A applies to a banker for a loan. at a time where there is stringency in the money market. The banker declines to make the loan except at an unusually high rate of interest. “A” accepts the loan on there terms. Whether the contract is induced by undue influence? Decide.

Q5) a) What is Articles of Association? What are its contents.

OR

b) Anita purchased a book from satish Book store. While reading the book she found that sixteen pages were missing. She apprached the seller and complained about the missing pages. The seller promised that if the publisher was ready to change the book he would change it. After a week the seller informed Anita that the publisher had refused to change the book.

- i) Where can Anita file a complaint against the seller of the book? Give reason in support of your answer.
- ii) Define consumer and its rights as per “Consumer Protection Act 1986”.



Total No. of Questions : 5]

SEAT No. :

PA-4163

[5946]- 111

[Total No. of Pages : 2

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 question are compulsory.*
- 2) *All question carry equal marks.*

Q1) Define any Five Out of the following (2 marks each)

- a) Goods under sale of goods Act.
- b) Trade mark under IP Act.
- c) Consumer under consumer protection Act.
- d) Company under companies Act.
- e) Negotiable Instrument under Negotiable Instrument Act.
- f) Valid contract under contract Act.
- g) Contract of Indemnity.
- h) Unpaid seller.

Q2) Answer any two (5 marks each)

- a) Differentiate between contingent contract and wagering contract.
- b) Enlist the distinction between promissory note and bill of exchange.
- c) Write the comparison between private company and public company.

Q3) a) What is the contract of gurantee? Explain the rights of a surety against the creditor under contract of gurantee.

OR

- b) Define Agent. Briefly explain the various modes by which the agency may be created as per the contract of agency.

P.T.O.

Q4) a) Explain in detail the district forum under the consumer protection Act 1986.

OR

b) What is meant by undue Influence? A applies to a banker for a loan. at a time where there is stringency in the money market. The banker declines to make the loan except at an unusually high rate of interest. “A” accepts the loan on there terms. Whether the contract is induced by undue influence? Decide.

Q5) a) What is Articles of Association? What are its contents.

OR

b) Anita purchased a book from satish Book store. While reading the book she found that sixteen pages were missing. She apprached the seller and complained about the missing pages. The seller promised that if the publisher was ready to change the book he would change it. After a week the seller informed Anita that the publisher had refused to change the book.

- i) Where can Anita file a complaint against the seller of the book? Give reason in support of your answer.
- ii) Define consumer and its rights as per “Consumer Protection Act 1986”.



Total No. of Questions : 5]

SEAT No. :

PA-4164

[5946]- 112

[Total No. of Pages : 2

M.B.A. - I

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

Time : 2½ hours]

[Max. Marks : 50

Q1) Solve Any Five of (2 Marks Each, 10 marks)

- a) What is Demand Forecasting?
- b) Define diffusion and composite indexes.
- c) Describe Cyclical Variations.
- d) Describe Moving Average Method of Forecasting.
- e) Describe Exponential smoothing method.
- f) What is short-term forecasting and long-term forecasting?
- g) What are the Components for Time Series Analysis?
- h) What are the different Demand Forecasting Methods?

Q2) Solve any two (5 Marks Each, 10 marks)

- a) What is the significance of demand forecasting in business decisions? Critically examine the various methods of Quantitative demand forecasting.
- b) Explain Halts two parameter method with appropriate example.
- c) Summarize the different types of New Product Forecasting methods used in real world with appropriate example.

Q3) Solve Any One (10 marks Each)

- a) What is barometric method of demand forecasting? What type of indicator is used in barometric method of demand forecasting? Site appropriate example for each indicator.

OR

- b) What is Trend Analysis. Write down One Pros, Cons and Application of three trend analysis forecast methods.

Q4) Solve Any One (10 Marks Each)

- a) Explain five techniques of Qualitative research with appropriate example.

OR

P.T.O.

- b) What is Market Research Technique? Write down One Pros, Cons and Application of three market research forecast methods.

Q5) Solve Any One (10 Marks Each)

- a) Auto sales at Carmen's Chevrolet are shown below.

Week	Auto Sales
1	8
2	10
3	9
4	11
5	10
6	13
7	-

- i) Calculate forecast for 7th week using 3-week moving average.
 ii) Carmen's decides to forecast auto sales by weighting the three weeks as follows:

Weights Applied	Period
3	Last week
2	Two weeks ago
1	Three weeks ago
6	Total

Calculate forecast for 7th week.

OR

- b) A firm uses simple exponential smoothing with $\alpha = 0.1$ to forecast demand. The forecast for the week of January 1 was 500 units whereas the actual demand turned out to be 450 units. Calculate the demand forecast for the remaining week of January and for the Month of February.



Total No. of Questions : 5]

SEAT No. :

PA-4332

[Total No. of Pages : 2

[5946]-12

M.B.A.

GC-02 : ORGANIZATIONAL BEHAVIOUR

(2019 Revised Pattern) (Semester - I) (102)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries equal marks.
- 3) Draw neat labelled diagrams wherever necessary.

Q1) Attempt any five of the following

[2 each]

- a) Define attitude
- b) Draw Johari Window with proper labelling.
- c) State the full form of SOBC
- d) Define Stereotyping
- e) Define Eustress
- f) What is workplace spirituality
- g) Name two formal groups
- h) Give any two attributes of adult ego state

Q2) Solve any two of the following :

[5 each]

- a) Explain the process of group formation.
- b) Discuss five intentions of conflict management.
- c) Describe any two individual factors affecting perception.

P.T.O.

Q3) Solve any one of the following : [10]

- a) A company wants to hire a customer care executive. What would be the suitable personality profile according to Big five personality model?
- b) In a dynamic business world, what are the challenges faced in managing organizational behaviour.

Q4) Solve any one of the following : [10]

- a) Mr. Sharma is often late to office due to heavy traffic on his route. With the help of attribution theory, discuss the attribution, the manager does.
- b) Which model of OB will be suitable for an research and development lab? Why?

Q5) Solve any one of the following : [10]

- a) ABC company employees face stress due to fear of job loss, health issues and family problems. As a manager, what stress management techniques will you implement?
- b) If an employee is not sure that reward will follow performance, it is very unlikely that he/she will put any efforts. Discuss using Vroom's theory.



Total No. of Questions : 5]

SEAT No. :

PA-4333

[Total No. of Pages : 2

[5946]-13

M.B.A. (Semester - I)

103 : GC-03 ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2019 Pattern) (Revised)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory*
- 2) *Draw neat graphs wherever necessary.*
- 3) *Figures to the right indicate marks.*

Q1) Attempt any 5 questions having 2 marks each.

[10]

- a) In a typical demand schedule quantity demanded varies _____ with the price.
- b) When the supply increases the supply curve shifts to the _____.
- c) The quantity demanded is the amount of a good that consumers plan to purchase at a particular price.
(True or False)
- d) Opportunity cost is a term which describes _____
- e) In a closed economy savings are equal to _____ at the equilibrium level of income.
- f) The law of demand states that :
- g) Consumption is a function of _____
- h) Marginal propensity to consume varies between _____ and _____

Q2) Attempt any 2 questions having 5 marks each.

[10]

- a) Explain Accounting costs & Economic costs.
- b) Differentiate between micro economics and macro economics.
- c) State the law of diminishing marginal utility.

P.T.O.

Q3) What do you understand by phases of business cycle? [10]

OR

Discuss price determination under perfect competition in the short term.

Q4) Illustrate price elasticity of demand with its types. [10]

OR

Discuss why there is a need for govt intervention in the markets.

Q5) State and explain oligopoly with price rigidity. [10]

OR

Explain the cost output relationships in the short run.



Total No. of Questions : 5]

SEAT No. :

PA-4582

[Total No. of Pages : 2

[5946]-14

First Year M.B.A.

GC - 04 - 104 : BUSINESS RESEARCH METHODS

(2019 Revised Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Each question has internal option.*

Q1) Attempt any five out of eight. [10]

- a) Define Sample.
- b) Define alternate hypothesis.
- c) Explain the concept of scale.
- d) Define Research Design.
- e) Explain mean, mode, median.
- f) Explain the importance of Research.
- g) Explain the concept of Regression.
- h) Explain application of research in finance.

Q2) Attempt any two out of three. [10]

- a) Differentiate between descriptive research and exploratory research.
- b) Explain the types of research design in detail.
- c) Explain the scaling methods in research with example.

Q3) Attempt any one. [10]

- a) Prepare a questionnaire to find the financial awareness in youth.
- b) What is a research hypothesis? What are the good qualities of a hypothesis? Give one example of a hypothesis.

P.T.O.

Q4) Attempt any one.

[10]

- a) Write a research proposal for promoting electronic vehicles for green and smart pure city.

OR

- b) List and scrutinize any four probability sampling methods with their relative merits and drawbacks.

Q5) Attempt any one.

[10]

- a) Following is the data for marks obtained by 30 students, determine the mode from the graph.

17, 8, 9, 17, 14, 8, 23, 21, 19, 17, 06, 13, 05, 07, 06, 17, 21, 19, 17, 27, 04, 11, 17, 21, 29, 10, 20, 22, 07, 17

OR

- b) A dice is thrown 120 times and frequency of various faces are as follows.

Face No.	1	2	3	4	5	6
Frequency	10	15	25	25	15	27

Given: Chisquare calculate is 11:40. Chisquare at 5% level of significance at 5 d.f. is 11.070. Comment whether dice was fair.



Total No. of Questions : 5]

SEAT No. :

PA-4583

[Total No. of Pages : 3

[5946]-15

First Year M.B.A.

105 : GC-05 - BASICS OF MARKETING

(Revised 2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Draw neat labelled diagrams and make assumptions wherever necessary.*
- 2) *Figures to the right indicates full marks.*
- 3) *Illegible answers are liable to be unassessed.*
- 4) *All questions are compulsory.*
- 5) *Each question carries equal marks.*

Q1) Solve any five:-

[5×2=10]

- a) Which of the following is not a personal factor affecting the consumer behaviour-
 - i) Age and stage in the life cycle
 - ii) Occupation and economic circumstances
 - iii) Personality and self concept
 - iv) Reference group
- b) Customers are
 - i) The buyers but may or may not be the user of the product
 - ii) Consumers
 - iii) They are the end users of the product
 - iv) (i), (ii) and (iii)
- c) Which company owns the brand-Maggi?
 - i) Cadbury
 - ii) Dabur
 - iii) Nestle
 - iv) Britannia
- d) Good marketing is no accident, but a result of careful planning and _____
 - i) execution
 - ii) selling
 - iii) strategies
 - iv) research

P.T.O.

- e) The oldest form of exchange - trading of products is known as _____
- i) Credit
 - ii) Buying
 - iii) Purchasing
 - iv) Barter
- f) Chimney sweeps employs people to clean chimneys in homes. The firm is primarily the marketer of -
- i) A service
 - ii) A good
 - iii) An idea
 - iv) A physical entity
- g) List the 7 Ps of marketing mix.
- h) The term 4 Ps of marketing was given by _____ and extended 3 Ps of marketing was given by _____
- i) J. McCarthy, Booms & Bitner
 - ii) P. Kotler, K. Keller
 - iii) P. Drucker, W. Stanton
 - iv) Al Ries, J. Trout

Q2) Solve any two

[2×5=10]

- a) Explain the terms market potential and market share with suitable example.
- b) Outline the difference between market places, market spaces and meta market.
- c) Illustrate how individual buying behaviour is different from organizational buying behaviour.

Q3) Solve any one

[10]

- a) A national T.V. channel is hosting a food show. Choose the segmentation strategy for having a good TRP of the show across the country.

OR

- b) A company producing detergent is planning to launch a liquid fabric wash. Use suitable micro environment analysis for the same.

Q4) Solve any one

[10]

- a) Appraise the consumer buying process for selection of coffee shop.

OR

- b) Analyse 3 Ps of marketing for a company organisers of adventure sports for teenage customers.

Q5) a) “In the modern business world, the significance of marketing management has increased to a great extent due to the constant changes in macroenvironment.” Critically evaluate the statement analysing the components of macro environment in Indian market context. **[10]**

OR

- b) Today is the era of digital and online market. Many organizations have opted for the same over a physical store. Taking a product of your choice discuss the new consumer capabilities and new company capabilities for online marketing. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4584

[Total No. of Pages : 2

[5946]-16

First Year M.B.A.

106 : GC - 06 - DIGITAL BUSINESS

(Revised 2019 Pattern) (Semester - I)

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) Define 'peer-to-peer' commerce.
- b) Recall the examples of any two 'online stock trading apps'.
- c) Identify the meaning of 'collaboration 2.0'.
- d) List any two examples of 'Pure Virtual' companies.
- e) Recollect the meaning of 'Enterprise Social Network'.
- f) Enumerate any two examples of 'C2C model' of e-commerce.
- g) Memorize the meaning of 'Smart Card'.
- h) Define 'Social Customer'.

Q2) Solve any two

[10]

- a) Differentiate between 'Traditional auction and e-auction'.
- b) Compare and contrast 'Online Job Market Vs Traditional Job Market'.
- c) Mention any 5 benefits of e-commerce with respect to customers.

Q3) Solve any one

[10]

- a) 'The global logistics outsourcing market holds a forecasted revenue of US \$ 986.4 Billion in 2022.' Analyse the statement.

OR

- b) The success of digital business is driven by carefully handling the ethical, legal and technology issues'. Appraise.

P.T.O.

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

- a) “Virtual communities is a perfect place to listen to customers”. Analyse the statement.

OR

- b) India Internet of things market size reached US 1 Billion \$ in 2022. It is expected to reach 2.2 Billion \$ by 2028. Appraise the significance of IoT in terms of ‘Smart Homes’.

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

- a) You are appointed as consultant. As a consultant design a suitable business model of ‘Online Job Portal’.

OR

- b) Indian e-commerce market is dominated by Amazon and Flipkart. It has witnessed a growing competition from players like JioMart and Tata digital, Meesho, etc. A new company is planning to enter in e-commerce business. Design a suitable business model for this company.



Total No. of Questions : 5]

SEAT No. :

PA-4585

[Total No. of Pages : 2

[5946]-17

F.Y. M.B.A.

**107 : GE - UL - 01 : MANAGEMENT FUNDAMENTALS
(2019 Pattern) (Semester - I) (Revised)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all questions.*
- 2) *Draw neat diagrams and give suitable examples wherever necessary.*

Q1) Answer any 5 out of 8 questions:

[5 × 2 = 10]

- a) State any 2 contemporary management approaches.
- b) List the 4 phases of Hawthorne experiment.
- c) Define the term 'Management'.
- d) What is learning organisation.
- e) Explain the concept of span of control.
- f) Define goals and plans.
- g) What is grid analysis.
- h) Define organising.

Q2) Answer any 2 out of 3 questions:

[2 × 5 = 10]

- a) "Elton Mayo is called as father of human relations" - why. What are his contribution through Hawthorne study.
- b) "An organisational structure worked for one organisation doesn't suit other organisation" why. Discuss any 3 organisational structure.
- c) Elaborate the characteristics of good decision? Also state its importance in organisation effectiveness.

P.T.O.

Q3) a) "Effective control system improves overall quality of the organisation" - comment this statement. Also explain how to design a effective control system. **[10]**

OR

b) "Different styles of leadership works better in different situations" - comment on this statement. Also discuss various decision making styles. **[10]**

Q4) a) What do you understand by boundary less organisation and virtual organisation. How will you differentiate the two. Also discuss suitable examples. **[10]**

OR

b) Compare between centralization and decentralization concept in organisation structure. Explain at what levels they function in organisation heirarchy. **[10]**

Q5) a) Examine the role of technology in changing the working structure of organisation. **[10]**

OR

b) Throw some light on the various managerial roles discussed by mintzberg. Also highlight the three areas that mintzberg uses to organise the 10 roles. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4944

[Total No. of Pages : 3

[5946]-18

M.B.A. (Semester - I)

108 : GE - UL - 02 : INDIAN ECONOMY

(2019 Pattern) (Revised)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Each question has an internal option.*

Q1) Solve any Five (Each 2 marks) :

[10]

- a) Define the concept of Hard & Soft infrastructure.
- b) The primary purpose of the RBI monetary policy is to maintain :
 - i) Wealth
 - ii) Exchange rate
 - iii) Income in Equality
 - iv) Price Stability
- c) Define Inflation.
- d) Agriculture is _____.
 - i) Primary Sector
 - ii) Secondary Sector
 - iii) Territory Sector
 - iv) None of the above
- e) State any four examples of public-private partnership.
- f) The green revolution in India was an introduction of high-yielding varieties (HYV) of seeds for _____.
 - i) Millet
 - ii) Pulse
 - iii) Wheat
 - iv) Oilseed

P.T.O.

- g) When a large number of workers get unemployed due to automation of industrial process, this phenomenon is called _____.
- i) Cyclical unemployment
 - ii) Disguised unemployment
 - iii) Structural unemployment
 - iv) Seasonal unemployment
- h) Which of the following fiscal policies has been adopted by the government to control inflation?
- i) decrease in tax rate
 - ii) decrease in the money supply in the economy
 - iii) increase in government spending
 - iv) increase in tax rate

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

- a) Discuss the concept of 'Special Economic Zones'.
- b) Explain the Balance of Payment Crisis in India.
- c) Explain the issues of 'Public Sector' in India.

Q3) Solve any one (10 marks each) : [10]

- a) State the difference between primary and secondary sector with suitable examples.

OR

- b) Examine the role of SSI (Small Scale Industries) in Indian Economy.

Q4) Solve any one : [10]

- a) Determine the importance of Foreign Trade From 'Indian Economy' point of view.

OR

- b) Determine the issues of 'Indian Agriculture'.

Q5) Solve any one :

[10]

- a) Read the following hypothetical case & answer the given questions ((i) & (ii) carries 5 marks, Both are compulsory)

Human Development

25 years ago, Sunita who was born in small family in Uttar Pradesh. Her father was a farmer. She helps her mother in household chores. While her family prefers to send her brother to school. She is not able to receive any formal education. After marriage she was dependant on her in laws. She widowed immediately after marriage. She couldn't be economically independent & faced neglect. Her brother helped her to migrate to 'Delhi' & in her life first time she travelled by bus & train with greater familiarity Sunita Saw Jhuggi & Slums, Traffic Jams, Crime, Poverty, Polluted Water, People Sleeping on footpaths & she revealed another face of development.

- i) Do you think that development in Indian Economy helps some segments of population more than other if yes? Why? if no? Why?[5]
- ii) Evaluate issues in Indian Economy. [5]
- b) Discuss in detail 'Role of Start Ups' in Building India as 'Economic Superpower'. [10]



Total No. of Questions : 5]

SEAT No. :

PA-4586

[Total No. of Pages : 3

[5946] - 19

M.B.A.

GE-UL-03 : ENTREPRENEURSHIP DEVELOPMENT

(2019 Pattern)(Revised) (CBCS)(Semester - I) (109)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Each question carries 10 marks.*
- 2) *Internal options are given to each question.*

Q1) Solve any Five questions. (2 Marks Each)

[10]

- a) How would you define an Entrepreneur?
- b) List the characteristics of Entrepreneur.
- c) Define Mobilization of resources.
- d) What is mean by Sole Proprietorship? Explain its characteristics?
- e) Enumerate the factors influencing entrepreneurship growth.
- f) Enlist the functions of entrepreneur.
- g) Enumerate the constraints of entrepreneurial culture.

Q2) Solve any Two :

[10]

- a) Make in India, Start-up India and Skill India are the flagship programs of the government. Government initiated these programs for national development, job creation and economic development. Considering this, explain the role of government in cultivating and developing entrepreneurial culture in India.
- b) What is the Innovation theory by Schumpeter and highlight its feature.
- c) Compare and Contrasts between network and alliances in business?

P.T.O.

Q3) Solve any One :

[10]

- a) The novel corona virus disease has shaken the globe. Entire factories and operations are closed. Schools and education institutes are closed down across all the states in India. One of the worst affected demography of this social disruption might be kids or adolescent. In this situation there were few businesses that got the momentum. One of them is “VEDANTU”. “Teachers by Choice” was a concept behind the online tutoring started by four young entrepreneurs passionate about the teaching who were graduate from IIT. Started their tutoring journey with physical class named it as “Lakshya” and after having extensive research and anticipating the future they started a new venture called “VEDANTU”. Highlight the case of vedantu with a path towards entrepreneurial development. (Students are expected to describe Idea generation, Idea evaluation, Choosing Market and Product and opportunity in future.)
- b) “Self-employment is the best method of solving the problem of growing unemployment in the country, “Do you agree”? Suggest a suitable strategy for the identification and development of entrepreneurs.

Q4) Solve any One :

[10]

- a) In early days Entrepreneurship considered as a last preference for career. But in recent years India witnessed remarkable growth in start-up systems. Young graduate are more inclined towards entrepreneurship rather than job. In this context evaluate the factors favoring entrepreneurial career amongst youngsters in India.
- b) Evaluate the role business incubators and start up ecosystem in entrepreneurship development.

Q5) Solve any One :

[10]

- a) Flipkart and Amazon have changed the traditional entrepreneurial culture to modern age entrepreneurial practices. Availability of internet and customers positive attitude towards Online buying are the major factors contributing this success. Justify the statement as well as explain the role of online selling in modern age entrepreneurs.

OR

- b) Coffee and books make a perfect pair. When you think about opening up a book, you'll most likely have a steaming cup of coffee right beside you. However, book store café has two different businesses which are quite independent and therefore require different skills to manage and maintain. Create a business plan for the above entrepreneurial venture: Book Store Café.



Total No. of Questions : 5]

SEAT No. :

PA-4334

[Total No. of Pages : 2

[5946]-20

M.B.A.

**110 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS
(2019 Pattern)(Revised) (Semester - I) (GE-UL-04)**

Time : 2 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 full marks.*
- 4) *Answer should be specific and to the point.*

Q1) Answer any five (2 marks each) :

[10]

- a) Define Psychology.
- b) The perception of movement in a stationary spot is NOT called
 - i) Hallucination
 - ii) Apparent movement
 - iii) Phi phenomenon
 - iv) None of the above
- c) What is meant by “Learning”?
- d) Mention parts of neurons.
- e) What is meant by heredity?
- f) Define Genetics.
- g) Mention components of memory.
- h) What are the goals of Psychology?

Q2) Answer any two (5 marks each) :

[10]

- a) Explain the relationship between language and thinking.
- b) Write a short note on “Verbal learning”.
- c) Compare and contrast “Sensation and Perception”.

P.T.O.

Q3) Answer any one :

[10]

- a) Explain the process of classical conditioning.
- b) Explain the James Lang theory of emotion.

Q4) Answer any one :

[10]

- a) Explain in detail-How learned behaviour are different from instincts and reflexes with relevant examples.
- b) “Psychology is the science of mental life and behaviour”- Do you agree? Justify your answer with examples.

Q5) Answer any one :

[10]

- a) What are the different ways through which managers can influence his subordinate’s social behaviour.
- b) Discuss “The knowledge of Psychology can be applied in many different profession.” with relevant examples.



Total No. of Questions : 5]

SEAT No. :

PA-4347

[Total No. of Pages : 2

[5946]-2001

M.B.A.

201 : GC - 07 - MARKETING MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Draw neat labeled diagrams wherever necessary.
- 2) Figures to the right indicate full marks.
- 3) Attempt all questions.

Q1) Solve any five :

[10]

- a) Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n).
 - i) Idea
 - ii) Demand
 - iii) Product
 - iv) Service
- b) The total price paid by any buyer includes _____ , _____ and money.
 - i) MRP, Cost
 - ii) Effort, Time
 - iii) Cost, Time
 - iv) Effort, Cost
- c) Draw & label goods & service continuum.
- d) Enlist components of product mix.
- e) Define a New Product.
- f) Enlist factors influencing pricing.
- g) Recall the concept of marketing channel.
- h) Memrise Marketing Audit.

P.T.O.

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

- a) Compare & contrast Product vs Brand.
- b) Explain Push vs Pull strategy of Marketing.
- c) Describe various stages involved in New Product Development.

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

- a) A tooth paste market is highly crowded with multiple brands. A company wishes to introduce a new paste which can effectively prevent cavities, tooth decay with a unique taste. Elaborate the new product development process that should be followed for the successful launch of the new product.

OR

- b) Franchising is concept by which a principle company imparts its technology and brand name to others for a fee and also consistently helps to upgrade their operations. Discuss.

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

- a) “Successful marketing campaign depends on a right design of Integrated Marketing communication program.” Appraise.

OR

- b) Develop an Integrated Marketing Communication plan for Cricket League - 2023.

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

- a) You are appointed as marketing manager for a startup company ‘Maid.com’ - A service provided for maid servants in different household work category. Create a marketing plan for Maid.com.

OR

- b) Electronic vehicle makers dominance in the global market has also captured on Indian market. A new EV maker company in India wants to launch their product into the Indian market. Prepare a marketing plan for EV launch for the company.



Total No. of Questions : 5]

SEAT No. :

PA-4348

[Total No. of Pages : 4

[5946]-2002

M.B.A.

GC-08 : FINANCIAL MANAGEMENT

(2021 Pattern) (Semester - II) (202)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Use of simple calculator is allowed.

Q1) Fill in the blank with appropriate choice. (Any 5)

[10]

- i) The objective of Financial Management is _____.
 - a) Profit Maximisation
 - b) Wealth Maximisation
 - c) Maximising EPS
 - d) Return on Capital Employed
- ii) Financial Management is concerned with _____.
 - a) raising of fund
 - b) investment of fund
 - c) dividend decision
 - d) all of the above
- iii) Ideal Current Ratio is _____.
 - a) 1:1
 - b) 2:1
 - c) 3:1
 - d) 1.5:1
- iv) In the computation of liquid ratio excluded from the current Asset is _____.
 - a) cash in Hand
 - b) bank Balance
 - c) accounts receivable
 - d) inventory
- v) Internal rate of return is the rate of return at which the net present value is _____.
 - a) Positive
 - b) Negative
 - c) Zero
 - d) None of the given

P.T.O.

- vi) Capital budgeting is _____.
- Preparing a capital expenditure budget
 - Planning Capital expenditure
 - Planning and evaluation of capital expenditure
 - Planning of expenditure
- vii) Capitalisation means _____.
- amount of equity capital
 - amount of debt
 - total amount of capital
 - retained earning
- viii) The amount of working capital which changes according to seasonal fluctuation is called as _____.
- fixed working capital
 - net working capital
 - gross working capital
 - fluctuating working capital

Q2) Write short note on : (Any 2)

[10]

- Financial Forecasting
- Utility of Fund Flow statement
- Internal Rate of Return
- Operating Cycle

Q3) a) Jayesh Manufacturing Company Ltd. Submits the following balance sheet as on 31st March 2022

Balance Sheet As on 31/03/2022

Liabilities	₹	Assets	₹
Share Capital	2,00,000	Land & Building	1,40,000
Profit & Loss A/c	70,000	Plant & Machinery	3,50,000
12% Debentures	4,20,000	Stock in trade	2,00,000
Creditors	1,00,000	Debtors	1,10,000
Bills payable	50,000	Bank	40,000
	8,40,000		8,40,000

Calculate :

[10]

- i) Current Ratio
- ii) Quick Ratio
- iii) Debt to Equity
- iv) Inventory to working capital
- v) Current Asset to fixed Asset

OR

- b) Differentiate between Cash Flow statement & Fund Flow Statement.

- Q4)** a) Gatha Ltd. is considering investing in a project that is expected to cost ₹ 12,00,000 and has an effective life of 5 years. The project cash inflows for this period are as follows :

Year	Amount
1	3,00,000
2	3,00,000
3	4,50,000
4	4,50,000
5	7,50,000
Total	22,50,000

Calculate :

[10]

- i) Net Present Value @ 10% rate of discount
- ii) Profitability Index

OR

- b) From the following information of PGK Ltd. Calculate,

- i) Operating Leverage
- ii) Financial Leverage
- iii) Combined Leverage

Particulars	₹
Interest	5,000
Sales	50,000
Variable Cost	25,000
Fixed Cost	15,000

- Q5) a) Swaraj Ltd. is about to commence a new business and finance has been provided in respect of fixed assets. They asked your advice about the working capital management of the company. The following information is available for your information : [10]

Particulars	Avg. Credit Period	Estimate for a year
Purchase of Material	6 weeks	26,00,000
Wages	1.5 Weeks	19,50,000
<u>Overhead :</u>		
Rent	6 months	1,00,000
Managers Salary	1 Month	3,60,000
Office Salary	2 Weeks	4,55,000
Commission	3 Months	2,00,000
Other Overhead	2 Months	6,00,000
Cash Sales	-	1,40,000
Credit Sales	7 Weeks	65,00,000
Avg. Amount of stock & WIP	-	3,00,000

Calculate the working Capital requirement for Swaraj Ltd.

OR

- b) Myra Ltd. has the following capital structure

Sources	₹
Equity Share Capital (20000 shares)	4,00,000
6% Preference Shares	1,00,000
8% Debentures	3,00,000

The market Price of the equity shares is ₹ 20 per shares, the expected Dividend is ₹ 2 per shares and the growth rate is 7%. The Rate of Tax is 40%. Calculate WACC.



Total No. of Questions : 5]

SEAT No. :

PA-4349

[Total No. of Pages : 2

[5946]-2003

M.B.A. (All Program) (Fintech)

203 : PROJECT MANAGEMENT

GC-09 : Human Resource Management

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Assume suitable data if necessary.*
- 2) *Figures to the right indicate full marks.*
- 3) *All questions are compulsory.*
- 4) *All questions have internal options.*

Q1) Attempt any five questions.

[5×2=10]

- a) List the inputs and outputs of an HRM Model.
- b) Define Hard and Soft HRM.
- c) What are the various components of a salary structure?
- d) State the various sources of recruitment for executives?
- e) What are the various types of promotion you know?
- f) List out the types of incentives.
- g) What is vestibule training?
- h) What is succession planning and how is it different from career planning?

Q2) Attempt any two questions :

[2×5=10]

- a) Define the concept of manpower inventory. How the manpower inventory is prepared?
- b) What is Human resources Audit? How does it help an organization in preparing Human resource planning?
- c) Distinguish between job evaluation and performance appraisal.
- d) Explain the advantages and limitations of HRIS in detail.

P.T.O.

Q3) Attempt any one question : [10]

- a) Define Strategic Human Resource Management. How would you describe the framework of Strategic Human Resource Management Process?

OR

- b) Describe the various forecasting techniques and how these techniques are being used in human resources planning.

Q4) Attempt any one question : [10]

- a) Comment on the role of HRD professionals in strategizing their functions in the organization. Explain the different challenges faced by them in current scenario.

OR

- b) Describe various types of errors likely to occur during performance appraisal and suggest the measures to minimize such errors.

Q5) Attempt any one question : [10]

- a) Critically examine the components of a compensation package in organised industry in India.

OR

- b) How will you design and develop a Human Resource Information System in an Industrial Organization?



Total No. of Questions : 5]

SEAT No. :

PA-4350

[Total No. of Pages : 2

[5946]-2004

F.Y. M.B.A.

**204 : Operations & Supply Chain Management
(2021 Pattern) (Semester - II)**

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.*
- 4) *Use of non-scientific calculator is permitted (as applicable)*

Q1) Solve any five out of eight following sub question :

[10]

- a) Define Operations Management.
- b) Enumerate any four fragmented elements of Supply Chain.
- c) State the concept of quality with respect to customer's perspective.
- d) Describe the concept of Lean Management.
- e) Examine the concept of Decoupling Inventory.
- f) List any four functions of PPC.
- g) List any two examples of each of Mass Production process and Batch Production Process.
- h) Describe Cash to Cash conversion.

Q2) Solve any two of the following sub questions :

[10]

- a) Differentiate Continuous and Intermittent Operations Process.
- b) Distinguish Product Layout and Process Layout.
- c) Infer various reasons behind the Capacity Planning.

P.T.O.

Q3) a) 'Production planning and control address a fundamental problem of low productivity, inventory management and resource utilization' Illustrate the statement with suitable examples. **[10]**

OR

b) Illustrate the concept of fore casting as a planning Tool. **[10]**

Q4) a) Classify inventories and appraise seasonal, decoupling, cyclic, pipeline and safety inventories with suitable examples. **[10]**

OR

b) Determine the EOQ & calculate the total cost **[10]**

Annual Demond = 6161 units

Unit cost = Rs. 1,000

Ordering cost = Rs. 10 / order

Carrying cost = 20%

Q5) a) Hypothesize the collaborations required in Supply Chain of company providing online home services in and around Pune. Estimate key issues in collaborations in this case. **[10]**

OR

b) Draw the product - process matrix and map commercial printing, Heavy equipment, Auto assembly & Oil Refinery industry on the same. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4351

[Total No. of Pages : 2

[5946]-2005

M.B.A.

GE-UL-07:CONTEMPORARY FRAMEWORKS IN MANAGEMENT

(2021 Pattern) (Semester - II) (207)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Attempt all questions.
- 2) All questions carry equal marks.

Q1) Explain any 5 terms in brief :

[10]

- a) Who is author of the book title 'Good to Great'?
 - i) Patrick M. Lencioni
 - ii) Jim Collins
 - iii) Stephen R.Covey
 - iv) Daniel Goleman
- b) Leadership is about advancing others, not about advancing yourself. The critical question is this: Are you making things better for the people who follow you?
 - i) Law of addition
 - ii) Law of the respect
 - iii) Law of the lid
 - iv) Law of the connection
- c) As per this book, there is a common misperception among people who aren't leaders that leadership is all about position, perks, and power. But the reality is that leadership requires _____.
 - i) Qualification
 - ii) Sacrifice
 - iii) Potential
 - iv) References
- d) Listen to people sincerely
 - i) Think win-win
 - ii) Put first things first
 - iii) Seek first to understand, then to be understood
 - iv) Begin with the end in mind
- e) In which scenario in a team, a poor performers feel pressure to improve
 - i) When they get proper guidance
 - ii) When the boss is strict
 - iii) When a team holds one another accountable
 - iv) When there are training sessions

P.T.O.

- f) The book Emotional Intelligence is about
- i) How success is determined more by emotional stability than IQ
 - ii) Why some people are better at sensing emotions compared to others
 - iii) How intelligence can be measured by how happy or sad people generally are
 - iv) 'Emotional intelligence' and 'intelligence Quotient' both the terms are same
- g) A culture of discipline involves _____
- i) People who adhere to a consistent system
 - ii) Gives people freedom and responsibility within the framework of that system
 - iii) Both (i) and (ii)
 - iv) Neither (i) nor (ii)
- h) The professional benefit of 'emotional intelligence' are
- i) Effective leadership skills and improved communication
 - ii) Less workplace conflict and better problem solving skills
 - iii) Both (i) and (ii)
 - iv) Neither (i) nor (ii)

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

- a) What is meant by 'absence of trust'? How do team members behave if there is absence of trust?
- b) Explain the Anatomy of an Emotional Hijacking.
- c) In the book Good to Great what is meant by 'First who... then what'. Explain it with appropriate examples.

Q3) a) Explain 7 habits of highly effective people. **[10]**

OR

- b) Draw the Flywheel and label it appropriately. **[10]**

Q4) a) What is the meaning of the term 'Emotional Intelligence'. Why emotional intelligence is important in all walks of the life. **[10]**

OR

- b) 'Good is enemy of Great' - discuss this statement considering the content of the chapter 'Good to Great'. **[10]**

Q5) a) Explain any 5 laws from '21 Irrefutable Laws of Leadership'. **[10]**

OR

- b) Explain '5 dysfunctions of a team' and how to overcome them. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4352

[Total No. of Pages : 2

[5946] - 2006

M.B.A.

208 : GE-UL-08 GEOPOLITICS AND WORLD ECONOMIC SYSTEMS
(2021 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/Define any Five out of Eight :

[10]

- a) NAFTA indicates _____.
- b) Define Globalization.
- c) Define Brexit.
- d) Bretton woods resulted into formation of _____ and _____.
- e) Define Trade Wars.
- f) Expand OECD.
- g) _____ was replaced by _____ to develop and regulate international trade.
- h) State various intellectual property rights.

Q2) Solve any Two out of Three :

[10]

- a) Need and importance of WTO.
- b) Trade Blocks.
- c) State and Explain theory of Hegemonic Stability.

P.T.O.

Q3) Solve any One out of Two : [10]

- a) Critically evaluate the impact of Globalization on Indian economy.

OR

- b) Compare and distinguish functions of IMF and World Bank.

Q4) Solve any One out of Two : [10]

- a) Critically Comment on Eurozone crisis and its impact on India.

OR

- b) Explain various Bi-lateral and Multi-lateral trade agreements with suitable examples.

Q5) Solve any One out of Two : [10]

- a) Evaluate the current global economic situation emerging out of Russia-Ukraine War.

OR

- b) Evaluate foreign exchange rate policies of Developing Countries Critically Comment on Indian Rupee.



Total No. of Questions : 5]

SEAT No. :

PA-4353

[Total No. of Pages : 2

[5946] - 2007

F.Y. M.B.A. (Project Management)

GE-UL-09 : STARTUP AND NEW VENTURE MANAGEMENT

(2021 Pattern) (Semester - II) (209)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five of the following :

[10]

- a) Entrepreneurial motivation.
- b) Entrepreneurial opportunity.
- c) Market Research.
- d) Financial statements.
- e) Budgeting.
- f) Long tail market.
- g) Sole proprietorship.
- h) Crowd funding.

Q2) Answer any Two of the following :

[10]

- a) Discuss in brief the innovative methods of present a business plan.
- b) Explain the role of board of directors in a startup.
- c) Describe the concept of financing continuum.

P.T.O.

Q3) Design a go to market strategy for an organisation providing electric battery charging services.

OR

Discuss the process of customer validation with suitable examples.

Q4) Explain the components of entrepreneurial ecosystem in India.

OR

Discuss the different board models with suitable examples.

Q5) Create a business plan for an organisation planning to launch an electric car in the Indian Market.

OR

Critically examine the role of Government in promoting entrepreneurship in India.



Total No. of Questions : 5]

SEAT No. :

PA-4354

[Total No. of Pages : 2

[5946]-2008

M.B.A. (Fintech)

210-GE-UL-10 : QUALITATIVE RESEARCH METHODS

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carries equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Write a short note (any 5)

[2 marks each]

- a) Characteristics of qualitative research.
- b) Qualitative data vs quantitative data.
- c) Theoretical sampling.
- d) Grounded theory methodology.
- e) Construct.
- f) Perquisite of successful interview.
- g) Relationship between validity & Reliability.
- h) Expression based techniques.

Q2) Answer any 2 of the following :

[5 marks each]

- a) Briefly elaborate the process of constructing a theory with suitable example.
- b) Explain the advantages and limitations of data collection through interview method.
- c) Compare the inductive method and deductive method.

P.T.O.

Q3) a) Evaluate the important types of observer roles and steps in participant observation. **[10]**

OR

b) A company waiting to launch ready to eat chicken appointed anthropologist to research how housewives buy, cook and consume chicken. You are chosen for this task, use Ethnographic Research process to support your answer. **[10]**

Q4) a) Explain the purpose of triangulation in qualitative research. Discuss the types of triangulation techniques. **[10]**

OR

b) What kinds of research questions is “E-shopping cultural domain” analysis best suited for? **[10]**

Q5) a) Suppose you want to carry research on to understand the consumer perception of online delivery of foods through “Swigy or Zomato App.” Design a qualitative research approach to this research. **[10]**

OR

b) Design a qualitative research design on the following :

i) A survey on consumer perception of “E-vehicles” with reference to 2 wheeler segment. **[5]**

ii) A survey on consumer attitude, preference towards online banking. **[5]**



Total No. of Questions : 5]

SEAT No. :

PA-4355

[Total No. of Pages : 2

[5946]-2009

F.Y. M.B.A.

GE-UL-11: BUSINESS, GOVERNMENT & SOCIETY

(211) (2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *All questions carry 10 marks.*
- 3) *All questions have internal options.*

Q1) Answer any Five of the following (2 marks each) :

[10]

- a) What is global competition?
- b) Do you agree that population is a vital resource? Justify.
- c) Explain the term privatization.
- d) Discuss the Unitary Approach of industrial relations.
- e) Mention the economic roles played by Government of India.
- f) Define Multi-National Corporation (MNC).
- g) Whether industrial relations are important?
- h) When shall a person considered below poverty line in India?

Q2) Write short notes on any Two of the following (5 marks each) :

[10]

- a) Merits of Globalization.
- b) Importance of Industrialization.
- c) Features of global business environment.

P.T.O.

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

- a) Elaborate different areas of gender discrimination at workplace in India.
- b) Describe the advantages of Multi-National Corporations (MNCs).

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

- a) Explain the negative implications of population growth in India.
- b) Explain the different reasons leading to economic inequality in India.

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

- a) Discuss the causes of poor industrial relations in India.
- b) Explain the characteristic features of multi-national company.



Total No. Of Questions : 5]

SEAT No. :

PA-4165

[Total No. Of Pages : 2

[5946]-201

F.Y. M.B.A.

**201-GO-07: Marketing Management
(2019 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Draw neat labelled diagrams whenever necessary.*
- 2) *Figures on right indicate full marks.*
- 3) *Attempt all questions.*

Q1) Solve any Five of the following:

[10]

- a) Define the term 'price'.
- b) Recall the definition of retailer.
- c) Enlist different levels of the product.
- d) The pricing strategy used to set prices of the products that are used with main product is called.
 - i) Optional product pricing.
 - ii) Product line pricing.
 - iii) Competitive pricing.
 - iv) Captive product pricing.
- e) All of the following are the famous grocery brands in India EXCEPT
 - i) D Mart.
 - ii) Flipkart
 - iii) Reliance smart.
 - iv) Vijay Sales.
- f) State '5M' of advertising.
- g) State the concept of 'Brand'.
- h) Recall the definition of 'Marketing Audit'.

P.T.O.

Q2) Solve any Two of the following:

[10]

- a) Compare & contrast 'Advertisement Vs Sales promotion.
- b) Compare & contrast 'Brand Vs product'.
- c) Summarise the stages involved in New product development (NPD).

Q3) a) You are appointed as a marketing manager of a large multinational company. Design suitable channels of distribution for 'Nutrition drink' to be launched by the company. **[10]**

OR

- b) You are appointed as a marketing manager of a large mobile handset manufacturing company. Design suitable distribution channels for the product.

Q4) a) Develop an integrated marketing communication plan (IMC) for 'premier badminton league'. **[10]**

OR

- b) Develop a suitable integrated marketing communication plan (IMC) for launching a new mythological TV Serial like Ramayan and Mahabharat.

Q5) a) Design a marketing plan for a company planning to launch online 'real estate portal'. **[10]**

OR

- b) Design a marketing plan for a company planning to launch a new brand of 'Herbal tea'.



Total No. of Questions : 5]

SEAT No. :

PA-4356

[Total No. of Pages : 2

[5946]-2010

M.B.A. (Fintech)

PROJECT MANAGEMENT

GE-UL-12 : Business Process Re-Engineering

(2021 Pattern) (Semester - II) (212)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries equal marks.

Q1) Answer any 5 out of 8 (2 marks each) :

[10]

- a) All barriers to BPR implementation success are the results of _____
 - i) Cause
 - ii) Root Causes
 - iii) Success
 - iv) Problems
- b) _____ is an integrated approach to identifying, acquiring & retaining customers.
 - i) Customer Management
 - ii) Customer Relationship Management
 - iii) Customer Process Management
 - iv) Process Management
- c) Which of the following is not an example of business process?
 - i) Designing a new product
 - ii) Hiring an employee
 - iii) Purchasing services
 - iv) Testing software
- d) BPR Goals is not _____.
 - i) Cycle time reduction
 - ii) Cost reduction
 - iii) Quality improvement
 - iv) Purchasing
- e) Define BPR
- f) State any 2 objectives of BPR
- g) What are the organizational enablers?
- h) Define information storage.

P.T.O.

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

- a) Describe different phases of BPR
- b) Explain Just in Time concept
- c) Discuss the factors relating to BPR failure

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

- a) What principles are used in BPR? Discuss in brief.
- b) Explain different BPR methodologies in detail.

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

- a) Point out the relationship between BPR & Information Technology.
- b) What do you mean by collaborative manufacturing? Explain it with suitable example.

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

- a) Discuss business activity map with neat diagram.
- b) Define framework of reengineering in detail.



Total No. of Questions : 5]

SEAT No. :

PA-4357

[Total No. of Pages : 2

[5946]-2011

F.Y. M.B.A.

205 DM : DIGITAL MARKETING
SC-DM-01 : Fundamentals of Digital Marketing
(2021 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) Attempt any five.

[5×2=10]

- a) Which of the following is the correct depiction of Digital Marketing?
 - i) E-mail Marketing
 - ii) Social Media Marketing
 - iii) Web Marketing
 - iv) All the above
- b) Which of the following is incorrect about digital marketing?
 - i) Digital marketing can only be done online
 - ii) Digital marketing cannot be done offline
 - iii) Digital marketing requires electronic devices for promoting goods and services.
 - iv) In general, digital marketing can be understood as online marketing, web marketing and email marketing.
- c) What is the name of the process in which marketing is achieved by incorporating tools, techniques electronic devices, technologies or systems?
 - i) Internet marketing
 - ii) Direct marketing
 - iii) Electronic marketing
 - iv) Interactive marketing
- d) Which of the following factors are responsible for leaving an impact on the Google PageRank?
 - i) The text depicting inbound link to a page of a website.
 - ii) A total number of inbound link to a websites page
 - iii) The subject matter of the site - providing the inbound link to a page of a website.
 - iv) The number of outbound links on the page that contains to the inbound link to a page of a website.

P.T.O.

- e) _____ is responsible for a hamper the search rankings.
- Connecting to your own website for any random website
 - Utilizing the same colors of texts as that of your background pages
 - Integrating page templates into your page templates
 - None of the above
- f) Which of the following is the forms of mobile marketing?
- Text
 - Voice call
 - Graphic
 - All the above
- g) How many maximum characters are allowed in SMS marketing?
- 150 characters
 - 160 characters
 - 170 characters
 - 180 characters

Q2) Attempt any 2 : **[2×5=10]**

- Explain the difference between traditional marketing and digital marketing.
- Explain the types of SEM in Digital Marketing.
- Write a short note on Mobile Marketing.

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

- Discuss different types of websites based on functionality purpose planning & conceptualizing.

OR

- Discuss the usage of affiliate marketing along with its need in digital marketing.

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

- Define and explain the tools of effective digital marketing.

OR

- Define the role of digital marketing in increase in sales for competitive analysis.

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

- Discuss the strategies of video marketing along with its need and benefits.

OR

- For any one of the following develop the digital marketing plan for sustainability and market growth.

- Ecommerce apparel website
- Website of unisex salon



Total No. of Questions : 5]

SEAT No. :

PA-4358

[Total No. of Pages : 2

[5946]-2012

M.B.A. (Semester - II)

**SC-DM-02 : CONSUMER BEHAVIOUR IN DIGITAL ERA
(2021 Pattern) (206-DM)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory*
- 2) *All questions carry equal marks.*
- 3) *There is alternative in each question.*
- 4) *Relevant Examples are must in each answer to support the answer.*

Q1) Compare the digital buying behavior of B2C and B2B buyers or customers with appropriate examples. [10]

OR

Compare the buying behaviour in physical, to digital to phygital environment? Illustrate with appropriate examples. [10]

Q2) You are a digital marketing company CEO and want a Consumer to buy a festive product for own home. Explain how will you drive through your marketing the digital buying process for this digital buying situation. [10]

OR

Compare the buying behaviour process for different platforms such as web, mobile application and social media. Give appropriate example to justify. [10]

Q3) You are a digital marketing manager for a new product launch. What are the different factors will drive your digital marketing to GenX, GenY and GenZ digital buying behaviour? Give examples with situations. [10]

OR

How the digital marketing has evolved for product or service buying, changed over the decades due to change in the buying behaviour? Explain the buying behaviour change and its impact on digital marketing for one product or service. [10]

P.T.O.

Q4) B2B buying factors are multi-dimensional as compared to B2C buying in any industry. Justify the same with proper example. **[15]**

OR

Explain how digital marketing companies focus on B2B and B2C buying stakeholders or different roles played by buyers in both. with relevant examples. **[10]**

Q5) If you are a digital marketer, How will you leverage Digital Community Forums to do digital marketing? Describe your company's community campaign to justify the same. **[10]**

OR

How the companies are leveraging latest digital marketing trends to drive their business? Illustrate this with any five digital marketing trends. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4359

[Total No. of Pages : 2

[5946]-2013

M.B.A.

205 : PROJECT MANAGEMENT

PRJ SC-PRJ-01 : Fundamentals of Project Management

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) During which stage of Risk planning are risks prioritized based on probability and impact?
 - i) Identify risks
 - ii) Plan risk responses
 - iii) Perform qualitative risk analysis
 - iv) Perform quantitative risk analysis
- b) Which of the following does NOT generate changes to the project documents:
 - i) Define activities
 - ii) Sequence activities
 - iii) Estimate activity resources
 - iv) Estimate activity durations
- c) Which of these is not one of the constraints of a project?
 - i) Scope
 - ii) Resources
 - iii) Team
 - iv) Budget
- d) Which of the following is not correct about initial phase of a project?
 - i) The cost associated at the beginning of the project is highest
 - ii) Stakeholders have maximum influence during this phase
 - iii) The highest uncertainty is at this stage of the project
 - iv) All the above statements are correct

P.T.O.

- e) Define project.
- f) Any two projects scope checklist.
- g) What is Feasibility report?
- h) What is project network?

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

- a) Write short note on PERT.
- b) What are the qualities of an effective project manager?
- c) What is the importance of project management?

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

- a) Discuss project life cycle in detail.
- b) Discuss the types of the project closure in detail.

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

- a) How risk can be managed in project? Discuss various risk management strategies.
- b) What is Five-stage Team development model? Explain it in brief.

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

- a) Explain the qualities of an effective project manager.
- b) What is work breakdown structure? How WBS helps the project manager in entire project?



Total No. of Questions : 5]

SEAT No. :

PA-4360

[Total No. of Pages : 2

[5946]-2014

M.B.A. (Semester - II)

**206 : PRJ SC-PRJ-02 : TOOLS AND TECHNIQUES IN
PROJECT MANAGEMENT
(2021 Pattern)**

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) Solve any five out of eight following subquestions.

[10]

- a) Name any two most important interpersonal and team skills of Project Manager.
- b) State 'how to use' Focus groups for collecting the data for projects.
- c) Enlist the data gathering techniques in Project Management.
- d) Quote the concept of cost of Quality in data analysis.
- e) List any four data analysis techniques.
- f) Describe RACI chart used in responsibility assignment matrix for data representation in projects.
- g) Examine the use of histogram in projects.
- h) Influence diagram use various shapes to indicate the nodes. Describe the same.

Q2) Solve any two of the following sub questions :

[10]

- a) Distinguish Top-Down and Bottom-up estimates.
- b) Discuss any two data gathering techniques used in Project Management.
- c) Summarize the Root Cause Analysis technique used in projects.

P.T.O.

Q3) a) Illustrate the steps involved in Technical Performance Analysis and relate these steps with suitable examples. **[10]**

OR

b) Illustrate the Schedule Performance Index (SPI) and Cost Performance Index (CPI) used in Performance Index technique for data analysis of project. Use suitable example to rationalize your answer. **[10]**

Q4) a) Appraise the terms used in logical Data Models. Inter the terms used in Logical Data Models with reference to the students of boarding school. **[10]**

OR

b) Analyse the concept of probability and Impact Matrix for data representation of child care crest in your organization. **[10]**

Q5) a) Develop-an eight hour in-house training video to prepare employees for an industry certification using Three-Point estimation technique.**[10]**

OR

b) You are a Project Manager of setting up pathology lab. Prepare a cost and time estimate using to-complete Performance Index technique. You may consider workable assumptions. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4361

[Total No. of Pages : 2

[5946]-2015

M.B.A.(Fintech)

205 FIN : FINANCIAL MARKETS & BANKING OPERATIONS

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Draw neat labeled wherever necessary.*
- 2) *Figures to the right indicate full marks.*
- 3) *Attempt all the questions.*

Q1) Solve any five :

- a) Define financial system.
- b) State the difference between Money Market and Capital Market.
- c) Define the term OMR.
- d) List the advantages of Commodity Future Market.
- e) Define GDR
- f) Define Central Bank
- g) List out different types of banking.
- h) Define option.

Q2) Solve any two :

- a) Explain in detail on Bond Markets.
- b) Distinguish between Commercial Bank and Co-operative Bank.
- c) Describe the concept of Electronic Clearing Service.

Q3) Solve any one :

- a) Illustrate the structure of Money Market in India.

OR

- b) Interpret role of SEBI as a capital market regulator in detail.

P.T.O.

Q4) Solve any one :

- a) Explain in detail functions of Specialized Banks in India.

OR

- b) Explain in detail the process of IPO.

Q5) Solve any one :

- a) Evaluate the role of Indian Financial System in the Economic Development.

OR

- b) Summarize the uses of Electronic Payment System and also criticize it on the basis of risk involved in it.



Total No. of Questions : 5]

SEAT No. :

PA-4362

[Total No. of Pages : 3

[5946] - 2016

M.B.A.

FINTECH MANAGEMENT

SC 206 : Basic R Programming in Fintech Management

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Answer all questions.*
- 2) *All questions carries equal marks.*

Q1) Answer any 5 out of 8 :

[2 Marks Each]

- a) State the need of analytics in Fintech Management.
- b) What is nrow () function?
- c) What are the difference between head () and tail () commands in R?
- d) List the challenges of analytical data processing.
- e) State the code for following in R
 - i) Print system date.
 - ii) Print the time zone.
- f) State the use of Pie Chart.
- g) Define data frames.
- h) What is GUI?

P.T.O.

Q2) Answer any 2 out of 3 :

[2 × 5 = 10]

- a) Explain the concept of data visualization and also state the different data visualization tools.
- b) Explain the different methods for reading data in R.
- c) Differentiate between data and information.

Q3) a) Read the dataset and apply the following functions for describing a dataset.

[10]

Hardware. CSV

Sr. No.	H Name	H Price	H Company
1	Mouse	500	Logitech
2	Monitor	5,000	Samsung
3	Keyboard	750	HP
4	Mother board	4,500	Acer
5	Speaker	250	Intex

- i) names ()
- ii) str ()
- iii) Summary ()
- iv) head ()
- v) tail ()

OR

- b) How would you apply Web & Social Media analytics in studying the investors sentiments regarding the ups and downs in sensx? **[10]**

- Q4) a)** Analyze the role of descriptive statistics in data analytics. With suitable example. **[10]**

OR

- b) Examine the following output and draw a meaningful inferences from the output. **[10]**

Vars	n	Mean	sd	Median	Min	Max	Range
1	32	20.09	6.03	19.2	10.4	33.9	23.5

- Q5) a)** From the following data create factor f1 (with two levels) and f2 (with three levels) **[10]**

Factor f1 contains : 1, 1, 0, 1, 1, 0, 0, 1, 1, 1, 0, 1, 1, 0, 1, NA

Factor f2 contains : 1, 1, 2, 1, 2, 3, 3, 2, 1, 2, 3, 2, 1, 2, 1

Here Pass = 1 and Fail = 0; Arts = 1, Commerce = 2 Science = 3

Write the code for the following operations :

- i) Find the frequencies of pass and fail.
- ii) Extract the Eight element of f1.
- iii) Generate a histogram for f1 and f2.
- iv) Generate a simple box plot.
- v) Find out the missing value.

OR

- b) Evaluate the importance of quality data in fintech management and explain how to find the solution for business problem through analytics. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4166

[Total No. of Pages : 4

[5946]-202

M.B.A.

**GC-08 : FINANCIAL MANAGEMENT
(2019 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions carry 10 marks each.*
- 2) *All questions are compulsory.*
- 3) *In case of answering numericals, working notes should be part of the answer.*
- 4) *Simple/Non-scientific calculator is allwed.*

Q1) Attempt any Five:

[5 × 2 = 10]

- a) Enlist the functions of a finance manager.
- b) What is a "common size statement?"
- c) What is financial leverage? How is it different from operating leverage?
- d) Discuss in brief the concept of Net Present Value (NPV)
- e) What is 'Trading on Equity'?
- f) Differentiate between current ratio & quick ratio/acid test ratio.
- g) Cost of equity capital K_e is always more than cost of Debt capital K_d "___
This statement is
i) False ii) True iii) Can't say

Q2) Answer any Two:

[2 × 5 = 10]

- 1) Elaborate the determinants of capital structure.
- 2) Discuss in brief the factors responsible for determining the need of working capital.
- 3) Compare the traditional methods of capital budgeting with the modern methods/techniques of capital budgeting.
- 4) What are Turnover Ratios ? Explain any two turnover ratios.

P.T.O.

Q3) a) Following data is extracted from the books of XYZ ltd.

	(Rs)
sales	5,00,000
less: variable cost	1,50,000
contribution	3,50,000
less: fixed cost	1,00,000
EBIT	2,50,000
less: Interest	50,000
EBT	2,00,000

Calculate: i) Degree of operating leverage.

ii) Degree of Financial leverage.

iii) Degree of combined leverage.

Also,

Calculate DOL, DFL & DCL if sales increase by 6% with other factors remaining same.

OR

b) Based on the given information of PQR Ltd,

Calculate: i) Gross profit ratio

ii) Current ratio

iii) Stock Turnover Ratio (based on COGS)

iv) Debt equity ratio

v) Average collection period.

Income statement of PQR Ltd.

	(Rs)
sales	10,00,000
raw materials consumed	2,00,000
wages	2,00,000
manufacturing expenses	1,00,000
cost of goods sold	5,00,000
administrative expenses	50,000
selling & distribution expenses	50,000
Net profit	4,00,000

Balance sheet of PQR Ltd as on 31st March

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Equity capital	2,00,000	Fixed assets	2,50,000
Reserves	1,50,000	Stock	2,50,000
Debentures	2,00,000	Debtors	1,00,000
Creditors	1,00,000	Cash & bank	1,00,000
Bank O.D.	50,000		
Total	7,00,000	Total	7,00,000

Q4) a) Alfa Ltd has currently an ordinary share capital of Rs. 25 lakh, consisting of Rs. 25,000 shares of Rs. 100 each.

The management is planning to raise another Rs. 20 lakh to finance a major programme of expansion through one of the 3 financial plans, given below.

- i) Entirely through Equity Shares
- ii) Rs.5 lakh through equity shares & Rs.15 lakh through long-term borrowings at 16% P.A. interest.
- iii) Rs.10 lakh through ordinary shares & Rs.10 lakh through preference shares with 14% dividend.

This company is expected to earn EBIT of Rs.8 lakh. Assuming a tax rate of 35% determine the EPS in each alternative & comment on implications of financial leverage. Which alternative should be selected?

OR

b) XYZ Ltd sells its products on a gross profit of 20% on sales. Following information is extracted from its annual accounts for the year ended on 31st March.

Sales at 3 month's credit	Rs. 40,00,000
Raw material	Rs. 12,00,000
Wages- avg time lag 15 days	Rs. 9,60,000
Mfg.expenses-paid one month in arrears	Rs. 12,00,000
Admin. expenses, paid one month in arrears	Rs. 4,80,000
Sales promotion expenses-payable half yearly in advance.	Rs. 2,00,000

This company enjoys one month's credit from its suppliers of raw materials & maintains 2 month's stock of raw materials & 1½ month's stock of finished goods. Cash balance of Rs.1,00,000 is maintained. Assuming 10% margin, findout the working capital needs of XYZ Ltd.

- Q5) a) ABC Ltd, whose cost of capital is 10% is considering two mutually exclusive projects X & Y. The details of which are:

Particulars	Project X(Rs.)	Project Y(Rs.)
Investment:-	70,000	70,000
Cash inflow: year 1	10,000	50,000
2	20,000	40,000
3	30,000	20,000
4	45,000	10,000
5	60,000	10,000
	1,65,000	1,30,000

Calculate NPV, PI of Project X & Project Y. Which project should be selected? Why?

PVF @ 10% for year 1 to 5 are (0.909, 0.826, 0.751, 0.683, 0.621)

OR

- b) Calculate the cost of capital in following cases.

- i) X Ltd issues 12% debentures of face value Rs.100 each & realizes Rs.95 per debenture. These debentures are redeemable after 10 years at a premium of 10%

&

- ii) Y Ltd issues 14% preference shares of face value of Rs.100 each at Rs.92 these shares are repayable (redeemable) at par after 12 years. Assume that both the companies are paying income tax at 50%.



Total No. Of Questions : 5]

SEAT No. :

PA-4167

[Total No. Of Pages : 2

[5946]-203

M.B.A.

**GC-09: HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester-II)**

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Assume suitable data if necessary.*
- 2) *Figures to the right indicate full marks.*
- 3) *All questions are compulsory.*
- 4) *All questions have internal options.*

Q1) Attempt any Five questions.

[5 × 2 = 10]

- a) List the inputs and outputs of an HRM Model.
- b) Define Hard and Soft HRM.
- c) What are the various components of a salary structure?
- d) State the various sources of recruitment for executives.
- e) What are the various types of promotion you know?
- f) Outline the competencies to be possessed by middle level managers.
- g) Explain the major objectives of HRM.
- h) What is succession planning and how is it different from career planning?

Q2) Attempt any Two questions.

[2 × 5 = 10]

- a) Trace the evolution of HRM and define its role today.
- b) Briefly describe the various on the job and off the job training methods.
- c) Distinguish between job evaluation and performance appraisal.
- d) Explain the advantages and limitations of HRIS in detail.

P.T.O.

Q3) Attempt any One question.

[10]

- a) Mr. Sharma has a small business set up employing 100 workers. Now he is planning to further expand his workforce. He discusses the situation with the new human resource manager of the organisation. He expresses his interest to have a mix of old people who have a better understanding of the running processes and new joiner who are more tech savvy and hold professional degrees. Assuming that you are a human resource manager, what would you suggest Mr. Sharma so that he is able to manage his human resource efficiently?

OR

- b) Describe the various forecasting techniques and how these techniques are being used in human resource planning.

Q4) Attempt any One question.

[10]

- a) A & B hospitality industries is in need of Regional marketing Manager for Expansion of its business across Maharashtra. (a) As an HR Manager discuss the sources of Hiring (b) Design and draft an accurate selection process to hire the most suitable candidate.

OR

- b) Describe various types of errors likely to occur during performance appraisal and suggest the measures to minimize such errors.

Q5) Attempt any One question.

[10]

- a) Critically examine the components of a compensation package in organised industry in India.

OR

- b) How will you design and develop a Human Resource Information System in an Industrial Organization?



Total No. Of Questions : 5]

SEAT No. :

PA-4168

[Total No. Of Pages : 2

[5946]-204

M.B.A.

**GC-10 204 : Operations And Supply Chain Management
(2019 Pattern) (Semester - II)**

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.*
- 4) *Use of non-scientific calculator is permitted (as applicable)*

Q1) Solve any Five out of Eight following sub questions:

[10]

- a) Define Operations Management.
- b) Enumerate any four fragmented elements of Supply Chain.
- c) Enumerate any four characteristics of service quality.
- d) Describe the concept of Kaizen
- e) Examine the concept of Decoupling Inventory.
- f) Describe PDCA Cycle.
- g) List any two examples of each of Mass production process and Batch Production process.
- h) Enumerate the challenges in Supply Chain Collaborations.

Q2) Solve any Two of the following sub questions:

[10]

- a) Differentiate Continuous and Intermittent Operations Process.
- b) Explain VED Analysis.
- c) Paraphrase the process of Capacity planning.

P.T.O.

Q3) a) Relate the various criteria considered while selecting appropriate operation process for food processing unit. [10]

OR

b) Illustrate the concept of forecasting as a planning tool.

Q4) a) Categorize various inventory control techniques and appraise the inventory control policies with respect to ABC Analysis. [10]

OR

b) M/s Unique Carb Tooling Company buys its requirement of component at the rate of Rs.10 each from a local vendor every quarter. The average monthly requirement of component is 600 nos. 10% extra components are procured to take care of in-process rejection. The procurement cost and inventory carrying cost have been calculated at Rs. 50 per order and 20% of average inventory investment.

Calculate:

i) Economic Order Quantity to optimize the cost.

ii) What is the total inventory cost of existing inventory policy?

iii) How much company can save by switching over EOQ buying inventory policy?

Q5) a) Compose Generic Supply Chain Structure for new start-up of vegetable and fruit selling company. The company receives the orders on their Android and iOS APP. Workable assumptions can be considered. [10]

OR

b) Draw the product process matrix and map various types of industry operation processes on the same.



Total No. of Questions : 5]

SEAT No. :

PA-4169

[Total No. of Pages : 3

[5946]-205

M.B.A.

**207 : CONTEMPORARY FRAMEWORKS IN MANAGEMENT
(2019 Pattern) (Semester - II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *For question No. 1 answer any 5 out of 8 questions.*
- 2) *For question No. 2 answer any 2 out of 3 questions.*
- 3) *For question No. 3, 4, 5 answer any 1 out of 2 questions.*
- 4) *Each question carries 10 marks.*

Q1) Solve any five: (2 marks each)

[10]

- a) First who, then what is about _____.
 - i) Deciding who will lead
 - ii) Deciding the direction first
 - iii) Getting right people on the board
 - iv) Motivating right people
- b) Which of the following habits is not from the private victory habits?
 - i) Being proactive
 - ii) Put first thing first
 - iii) Begin with the end in mind
 - iv) Sharpen your saw
- c) Stephen Covey studied _____ successful people.
 - i) 200
 - ii) 500
 - iii) 3000
 - iv) 15000

P.T.O.

- d) Who is the author of the book 'Emotional Intelligence'?
 - i) Patric Lencioni
 - ii) John Maxwell
 - iii) Daniel Goleman
 - iv) Jim Collins
- e) In the absence of accountability, team members will _____.
 - i) Focus on team growth
 - ii) Focus on individual growth
 - iii) Focus on organizations growth
 - iv) None of the above
- f) Becoming a leader is like investing in a stock market. If you try to make a fortune in a day. You won't succeed.
 - i) Law of lid
 - ii) Law of solid ground
 - iii) Law of navigation
 - iv) Law of process
- g) The concept of flywheel includes
 - i) Disciplined people and disciplined action
 - ii) Disciplined thoughts and disciplined people
 - iii) Disciplined actions and disciplined thoughts
 - iv) Disciplined people, disciplined thoughts and disciplined actions
- h) Great relationships require _____ conflict.
 - i) Productive
 - ii) Destructive
 - iii) Both productive and destructive
 - iv) Neither productive nor destructive

Q2) Solve any two: (5 marks each)

[10]

- a) Explain in details the concept of inside out.
- b) What is absence of trust? What happens when there is no trust among team members?
- c) Discuss meaning of team. Explain any two dysfunctions of a team.

Q3) Solve any one question: (for 10 marks) [10]

- a) Why is it important for individuals to sharpen the saw? What are the various ways adopted for sharpening the saw?
- b) Discuss any three laws that according to you are essential for being a good leader. Justify your answer.

Q4) Solve any one question: (for 10 marks) [10]

- a) What do you mean by the hedgehog concept? Why is the hedgehog concept fundamental for organizations to move from good to great?
- b) Evaluate the four basic practices for creating a climate where the truth is heard.

Q5) Solve any one question: (for 10 marks) [10]

- a) Evaluate the 5 dimensions of trait EI model.
- b) Elaborate the concept of 'Put first thing first' with the help of four quadrants of effective time management.



Total No. Of Questions : 5]

SEAT No. :

PA-4170

[Total No. Of Pages : 2

[5946]-206

M.B.A

**GE-UL-08 : Geopolitics And 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) Define/ solve any Five out of Eight :

[10]

- a) Objective of SAARC.
- b) Global Economy.
- c) NAFTA is an example of -----.
- d) Trademarks.
- e) Social market capitalism.
- f) Developing Economies
- g) The Bretton wood twins consist of IMF and -----.
- h) Trade blocs.

Q2) Solve any Two out of Three :

[10]

- a) Functions of GATT. **[5]**
- b) What do you understand by Bretton wood system? **[5]**

P.T.O.

Q3) Solve any One out of Two :

[10]

a) Explain dispute settlement procedures under GATT & WTO.

OR

b) What do you mean by trading blocs? Types of trading blocs and details in brief.

Q4) Solve any One out of Two :

[10]

a) Give your comment on Globalization and its impact on India

OR

b) Measure the impact of fluctuating prices of crude oil on world economy.

Q5) Solve any One out of Two :

[10]

a) Plan the International labour Organization system for developing economy.

OR

b) Explain Exchange rate policy for developing potential countries like India.



Total No. Of Questions : 5]

SEAT No. :

PA-4171

[Total No. Of Pages : 2

[5946]-207

F.Y. M.B.A

**209 : 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 entrepreneurship
- b) Explain bootstrap.
- c) What are the causes of failure of a product in the market?
- d) What is lean - startup.
- e) What are the social media promotion tools?
- f) What makes sustainable start-up's successful.
- g) Explain long tail markets.
- h) List the government schemes for entrepreneurial development.

Q2) Answer any Two of the following :

[10]

- a) Explain venture capital.
- b) Explain the concept of private equity.
- c) Explain crowd funding.

P.T.O.

Q3) Answer any One of the following : [10]

- a) Explain in detail various schemes provided by ministry for skill development and entrepreneurship (MSDE).

OR

- b) Discuss the process of opportunity search and identification with example.

Q4) Answer any One of the following : [10]

- a) Critically evaluate the role of government in entrepreneurship development.

OR

- b) How entrepreneurial ecosystem help the entrepreneurs to sustain in their business explain with example.

Q5) Answer any One of the following : [10]

- a) Describe the four components in the financial statement. How this helps in developing a financial road map of the company.

OR

- b) Design a specimen of business plan for an organization planning to launch electric cars in the market.



Total No. of Questions : 5]

SEAT No. :

PA-4172

[Total No. of Pages : 2

[5946]-208

M.B.A.

210: QUALITATIVE RESEARCH METHODS

(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) Write a short note (any 5) :

[10]

- a) What is qualitative research?
- b) What is the need of qualitative research?
- c) Define retrospective studies.
- d) What is reliability in research?
- e) What is validity in research?
- f) What is triangulation method in research?
- g) What are ethics in quantitative research?
- h) Define case study as a method in qualitative research.

Q2) Answer any two of the following :

[5 marks each]

- a) Qualitative research seems to be more expensive to do than other type of research - is that so? Explain.
- b) What are the limitations of qualitative research?
- c) Identify and discuss the right sample size in qualitative research.

P.T.O.

Q3) a) How do you recruit participants for a qualitative study? Analyse. [10]

OR

b) Discover useful and practical approaches to ensure gathering of good data. [10]

Q4) a) Explain the pros and cons of conducting individual Vs. group interviews. [10]

OR

b) Compare qualitative reserach with quantitative research. [10]

Q5) a) Design a Focus Group study taking an example from real life. [10]

OR

b) Discuss challenges in qualitative research approach. [10]



Total No. Of Questions : 5]

SEAT No. :

PA-4173

[Total No. Of Pages : 2

[5946]-209

F.Y. M.B.A.

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

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *All questions carry 10 marks.*
- 3) *All questions have internal options.*

Q1) Answer any Five of the following (2 marks each).

[10]

- a) What is secularism as per constitution of India?
- b) Explain the concept of privatization
- c) Define gender discrimination.
- d) What economic role is played by Government of India?
- e) How GDP is related to Economic growth
- f) What is Dunlop Approach of Industrial relations?
- g) What do you mean by social responsibilities of business.
- h) Define global competition.

Q2) Write short notes on any Two of the following (5 marks each).

[10]

- a) Significance of global business environment.
- b) Features of Multi-National Corporations (MNCs)
- c) Objectives of Industrialization.

P.T.O.

Q3) Answer any One of the following (10 marks each). [10]

- a) Explain the different factors causing poverty in India.
- b) Define multi-national company. Discuss characteristic features of multi national company.

Q4) Answer any One of the following (10 marks each). [10]

- a) Explain the different areas of gender discrimination at workplace in India.
- b) Elaborate different areas of conflicts between:
 - i) Business & Government
 - ii) Business & Society

Q5) Answer any One of the following (10 marks each). [10]

- a) Discuss positive implications and negative implications of population growth in India.
- b) Explain the merits of BOT (Build, operate and transfer) model.



Total No. of Questions : 5]

SEAT No. :

PA-4587

[Total No. of Pages : 2

[5946]-21

M.B.A.

**111: LEGAL ASPECTS OF BUSINESS
(2019 Pattern) (Semester - I) (Revised)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Define the following any five :

[2 marks each]

- a) Coercion.
- b) Promissory Note.
- c) Company.
- d) Specific Agent.
- e) Contingent Contract.
- f) Consumer.
- g) Goods in sale of goods act.
- h) Defects according to Consumer Protection Act.
- i) Private Company.
- j) Specific performance.
- k) Article of Association.
- l) Unpaid Seller.

P.T.O.

Q2) Answer any two : **[5 marks each]**

- a) What is Promissory Note. Explain parties to the Promissory Note.
- b) Explain anticipatory breach and actual breach of contract.
- c) L offered to M his scooter for Rs. 4,000/-. M accepted the offer and tendered Rs. 3,900 cash down payment, promising to pay the balance of Rs. 100 by the evening. Is there a contract justify your answer. Also define a valid contract as per the Indian Contract Act.

Q3) a) Define Goods and explain the provisions related to delivery of goods as per the sale of Goods Act 1930. **[10]**

OR

- b) Define Consumer Dispute. Explain the State Consumer Form (State Commission) in detail according to the Consumer Protection Act.

Q4) a) Define Offer. Explain essentials of a valid offer as per Indian Contract Act. **[10]**

OR

- b) Explain the provisions related to Restrictive trade practices and unfair trade practices as per Consumer Protection Act.

Q5) a) Explain in detail the rights of the unpaid seller. **[10]**

OR

- b) Explain the rights and duties of the agent according to the contract of agency.



Total No. Of Questions : 5]

SEAT No. :

PA-4174

[Total No. Of Pages : 2

[5946]-210

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 question carry equal marks.*

Q1) Answer any Five out of Eight (2 marks each).

[10]

- a) Define BPR
- b) State any two objectives of BPR.
- c) What is reduced cost?
- d) List any 2 goals of BPR.
- e) Define ISO standard.
- f) What is six sigma?
- g) Define Just in Time.
- h) State the role of IT in Reengineering.

Q2) Answer any Two out of Three (5 marks each).

[10]

- a) Discuss ERP in detail.
- b) Explain importance of ERD.
- c) Elaborate need of Re-Engineering of business process.

P.T.O.

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

- a) What is lean manufacturing? Discuss characteristics of lean process in a manufacturing company.
- b) Draw the structure of change management and explain the steps involved in change management.

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) Support the statement 'Role of information technology is important in reengineering?'
- b) List out the functions of BPR.



Total No. of Questions : 5]

SEAT No. :

PA-4175

[Total No. of Pages : 2

[5946]-211

F.Y. M.B.A.

**SC - BA - 01 : BASIC BUSINESS ANALYTICS USING R
(2019 Pattern) (Semester - II) (205BA)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following questions: (any five)

[10]

- a) What are keywords/reserved words in R?
- b) What is the use of help () function in R?
- c) Explain install packages () function in R.
- d) List the features of R language.
- e) What are the skills required by a good business analyst?
- f) Define descriptive analytics.
- g) Define built in functions in R.

Q2) Answer the following: (any 2)

[10]

- a) What are arithmetic operators in R. Elaborate any three arithmetic operators with example.
- b) Explain the importance of data in business analytics? Differentiate between data, information and knowledge with appropriate example.
- c) List the data structures in R. Explain vectors in detail with example.

P.T.O.

Q3) Answer the following: (any one) [10]

- a) What are data frames in R? What are the characteristics of a data frame? How to create a data frame. Discuss with an example how `str ()` function and `summary ()` function can be applied on data frame?
- b) Explain the following functions with example:
 - i) `sqrt ()`
 - ii) `seq ()`
 - iii) `class ()`
 - iv) `paste ()`
 - v) `head ()`

Q4) Answer the following: (any one) [10]

- a) Discuss the applications of business analytics in health care industry and retail.
- b) What is data visualization? Elaborate the need and importance of data visualization? Write and explain with R code how to visualize data using line plot and scatter plot.

Q5) Answer the following: (any one) [10]

- a) How to read and write a CSV file and XLSX file? Which library is required to read and write
 - i) XLSX file
 - ii) My Sql data base
- b) Discuss the importance of loops in R. Elaborate for and while loops with examples.



Total No. Of Questions : 5]

SEAT No. :

PA-4176

[Total No. Of Pages : 2

[5946]-212

M.B.A.

(SC-BA-02): Data Mining (Business Analytics)

(2019 Pattern) (206BA) (Semester-II)

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Attempt all questions.*
- 2) *Figures to right indicate marks.*
- 3) *State your assumptions clearly.*

Q1) Solve any Five questions :

[5 × 2 = 10]

- a) Define the term Data Mining.
- b) Define clustering with example.
- c) Explain Data Normalization.
- d) Explain the concept of predictive modeling.
- e) What is outlier in mining algorithm?
- f) What is association rule?
- g) Write the importance of feature selection.
- h) Explain the term customer profiling.

Q2) Solve any Two questions :

[2 × 5 = 10]

- a) What is Big data? Write it's characteristics.
- b) Explain the data preprocessing process with suitable example.
- c) Elaborate market segmentation in product distribution with suitable example.

P.T.O.

Q3) a) Discuss Decision-Tree Based approach with suitable example. [10]

OR

b) Explain any two applications of data mining.

Q4) a) Discuss clustering w.r.t. partition and Hierarchical clustering methods.[10]

OR

b) Write detail note on Density-based clustering in data mining with example.

Q5) a) Discuss Apriori Algorithm. [10]

OR

b) Write short notes (any Two) : **[2 × 5 = 10]**

- i) B₂B customer buying path analysis
- ii) Data cleaning
- iii) Big data analytics in business environment.



Total No. of Questions : 5]

SEAT No. :

PA-4177

[Total No. of Pages : 2

[5946]-213

F.Y. M.B.A.

SC - FIN - 01 : FINANCIAL MARKETS & BANKING
OPERATIONS

(2019 Pattern) (Semester - II) (205FIN)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Draw neat labelled diagrams wherever necessary.
- 2) Figures to the right side indicate full marks
- 3) Attempt all the questions.

Q1) Solve any five: (out of eight)

- a) Define financial system. [2]
- b) What do you mean by the term "MUDRA"? [2]
- c) Sensex are selected & reviewed from time to time by an _____. [2]
 - i) Index committee
 - ii) SEBI
 - iii) RBI
 - iv) Sensex committee
- d) PRAN stands for _____. [2]
 - i) Permanent required account number.
 - ii) Permanent retirement account number.
 - iii) Permanent requisition account number.
 - iv) Permanent reservation account number.
- e) Which of the following is not a feature of RTGS? [2]
 - i) Real time
 - ii) Gross Basis
 - iii) Netting
 - iv) Order by order settlement
- f) What do you mean by the term "OMR". [2]
- g) Define spot Market? [2]
- h) List out the types of bonds. [2]

P.T.O.

Q2) Solve any two: (out of three)

- a) Outline the concept of crypto currency market. [5]
- b) Explain the concept of ATM. State its different types. [5]
- c) Make a comparison between money market and capital market. [5]

Q3) Solve any one:

- a) Identify the role of SEBI as a capital market regulator. [10]

OR

- b) Illustrate the concept of NBFC. How is it different from a bank. [10]

Q4) Solve any one:

- a) Explain in detail the process of IPO? [10]

OR

- b) Explain the term electronic banking. How has technology benefitted the banking industry? [10]

Q5) Solve any one:

- a) RBI is the regulator of all Indian banks - evaluate the statement in detail. [10]

OR

- b) Summarize the various reforms in Indian Money Market. [10]



Total No. of Questions : 5]

SEAT No. :

PA-4178

[Total No. of Pages : 2

[5946]-214

F.Y. M.B.A.

**SC - FIN - 02 : PERSONAL FINANCIAL PLANNING
(2019 Pattern) (Semester - II) (206FIN)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Assume suitable data if necessary.*
- 2) *Figures to the right side indicate full marks.*
- 3) *All questions are compulsory.*
- 4) *All questions have internal options.*

Q1) Attempt any five questions:

[10]

a) **Match the pairs:**

- | | |
|-------------------------|-------------------------------|
| i) Deduction U/s 80 G | a) Interest on Education Loan |
| ii) Deduction U/s 80 D | b) Investment |
| iii) Deduction U/s 80 C | c) Donation |
| iv) Deduction U/s 80 E | d) Medical Insurance |

b) **State if the follow True or False:**

- i) A will can be altered after the death of testator.
- ii) Executor is a person who creates the trust.

c) **Fill in the blanks:**

- i) _____ is the minimum age to invest in NPS.
- ii) IRDA stands for _____.

- d) Cumulative value of rupee at 10% after 6 years is 1.77, how much would be maturity value of an investment of Rs. 1,21,500 made today for the period of 6 years.
- e) Describe 'SMART' Goal concept.
- f) Enlist 'Elements of Financial Planning'.
- g) If Rs. 60,000 amounts to Rs. 68,694 in 2 years then find the rate of interest.

P.T.O.

Q2) Solve any two:

[10]

- a) Mr. A Invested Rs. 11,300 at 2.5% interest compounded monthly, calculate its value after 3.7 years.
- b) Mr. X is salaried Person, want to avail Housing Loan for his New Flat. Calculate EMI from the following information.
 - i) Loan Amount Rs. 12,00,000
 - ii) Rate of Interest - 8%
 - iii) Loan Tenure - 5 years.
- c) What is the difference between systematic risk and unsystematic risk in relation to investment?

Q3) a) What are various Investment Vehicles? Classify it as per the time.[10]

OR

- b) What are the various types of Consumer Loans? Explain each in brief.

Q4) a) Discuss the term Personal tax planning, also elaborate tax deductions available in Income tax act for Tax Planning. [10]

OR

- b) Distinguish between Term Insurance Policy and Unit Linked Insurance Policy.

Q5) a) What is mean by Retirement Planning, Explain the various means available for retirement planning. [10]

OR

- b) What are the tools of Estate Planning? Explain each in brief.



Total No. Of Questions : 5]

SEAT No. :

PA-4179

[Total No. Of Pages : 2

[5946]-215

M.B.A

SC-HRM-01 : Competency Based HRM
(2019 Pattern) (Semester - II)(205HR)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Answer all questions.*
- 2) *Draw diagram /flow chart/ model wherever applicable.*

Q1) Solve any Five (2 marks each) :

- a) Define performance mgt. system.
- b) Explain career progression.
- c) What is transformational competency.
- d) Define organizational culture.
- e) What is feedback mechanism concept.
- f) Explain Ask model.
- g) What are generic competencies.
- h) Explain single incumbent jobs.

Q2) Solve any Two (5 marks each) :

- a) Describe the approaches of competency mapping.
- b) Explain various types of competency model.
- c) Describe the concept of job specific competency model.

P.T.O.

Q3) Solve any One (10 marks each) :

- a) Differentiate between transactional, tradition and transformational competency
- b) Elaborate 'lancaster model of competency'.

Q4) Solve any One (10 marks each) :

- a) Design a training module to enhance performance of 'design engineer's for an automotive company.
- b) Summarise in your language, how beneficial is competency from work in guiding employee performance.

Q5) Solve any One (10 marks each) :

- a) Develop a competency model for profile of marketing professional at entry level, middle level & Senior level.
- b) Design KRA's & KPI's for a profile of 'HR generalist' in an IT company.



Total No. of Questions : 5]

SEAT No. :

PA-4180

[Total No. of Pages : 2

[5946]-216

F.Y. M.B.A.

**206HR (SC - HRM - 02) : EMPLOYEE RELATIONS AND
LABOUR LEGISLATION
(2019 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All the questions carry equal marks.*
- 2) *Attempt all the questions.*
- 3) *Use flow chart wherever necessary.*

Q1) Solve any **five** of the following:

[10]

- a) Define strike under Industrial Disputes Act, 1947?
- b) List the approaches of employee relations?
- c) What is the meaning of Grievance?
- d) Describe the 'Opening and Closing hours' under Maharashtra shops and Establishment (Regulation of Employment and conditions of Service) Act, 2017?
- e) Define the term aggrieved women as per the provision of the sexual harassment of woman at work place (Prevention, Prohibition and Redressal) Act, 2013?
- f) List any one Act that govern employee relations and define employee relations?
- g) Define the term 'Factories' under Factories Act 1948.
- h) Name three common items specified in process of collective bargaining.

Q2) Solve any **two** of the following:

[10]

- a) Explain in detail- Human Relations Approach.
- b) Comment on the Provision-Annual Leave with wages under The Factories Act, 1948.
- c) Summarize licensing of contractors under the contract labour (Regulation and Abolition) Act,1970?

P.T.O.

Q3) a) Can a women claim the maternity benefit from her employer if she works elsewhere during the period for which she has been permitted to make herself absent under the provisions of the Act? Justify the statement with the provisions of Maternity Benefit Act, 1961? [10]

OR

b) "India has been one of the founder members of the ILO and has been taking advice part in its deliberations". Explain the statement with impact of Indian Labour Organization. [10]

Q4) a) Explain in detail regarding rights of recognized union and Illegal strike and Illegal lock out under the Maharashtra recognition of trade union and prevention of Unfair Labour Practices Act 1971? [10]

OR

b) Schematically explain the model grievance procedure. Do you think it is of any value in the era of computers and intranet? Suggest an alternative grievance procedure for a modern business organization.

[10]

Q5) a) You are appointed as 'HR manager legal compliance' of a leading MNC. What are the care you will take while framing policies related to health and Welfare provisions of the Factories Act 1948. [10]

OR

b) If you are IR manager, how will you tackle the conflict pertaining to Leave travel allowance through collective bargaining, justify your answer with meaning, scope, and nature of collective bargaining.

[10]



Total No. of Questions : 5]

SEAT No. :

PA-4181

[5946]- 217

[Total No. of Pages : 2

M.B.A. - I

205-SCMKT-01 : MARKETING RESEARCH

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Assume suitable data if necessary.*

Q1) Solve any Five

- a) What are broad categories in which Marketing Research can be divided. [2]
- b) List any two statistical softwares used for Marketing Research. [2]
- c) What is discriminant analysis. [2]
- d) Name different forecasting methods. [2]
- e) Explain the concept of TRP. [2]
- f) List any two limitations of Marketing Research. [2]
- g) State any two non-probability sampling methods used in marketing Research. [2]
- h) Give any two applications of cluster analysis. [2]

Q2) Solve Any Two.

- a) What are different assumptions and limitations of conjoint analysis.[5]
- b) What are the prospects of growth in the near future for marketing Research in India. [5]
- c) Differentiate between Marketing Research & Marketing Information system. [5]

P.T.O.

Q3) Solve any one.

- a) Different types of items are always displayed in the same or nearly locations-vegetables, soda, cereal, paper product etc. Make the clusters of different product in different sections of departmental stores. [10]
- b) Choose which sampling design you would suggest for the following situation. Why? [10]
 - i) To study post watching behavior of television commercials.
 - ii) To study the perceptions of quality consciousness among production engineers in automobile industry.

Q4) Solve any one:

- a) Assess the various sales forecasting methods. For understanding customer satisfaction for towards OTT platform. [10]
- b) 'XYZ' shoes -a well known and reputed brand in India wanted to grow internationally. Evaluate the complexities and issues company would face during International Market Research. [10]

Q5) Solve any one:

- a) Prepare a research proposal for analyzing customer attitude towards 5G Mobile Phones. [10]
- b) 'Fooddie' - a jaggery tea producer want to launch different flavours in jaggery tea powder. Plan a test marketing pan India. Evaluate issues in test marketing. [10]



Total No. of Questions :5]

SEAT No. :

PA-4182

[5946]-218

[Total No. of Pages : 3

M.B.A.- I

**206-SC-02MKT : CONSUMER BEHAVIOUR
(2019 Pattern) (Semester - II)**

Time : 2½ 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) Attempt any 5

[10]

- a) Any individual who purchases goods and services from the market for his/her end-use is called a_____
- | | |
|---------------|---------------|
| i) Customer | ii) purchaser |
| iii) Consumer | iv) Producer |
- b) _____develop on the basis of welth, skiel and power.
- | | |
|-----------------------|----------------------------|
| i) Economical classes | ii) Purchasing communities |
| iii) Competitors | iv) Social classes |
- c) _____Identify an economic circumstance that can greatly affect any product or brand choice.
- | | |
|----------------|---------------------|
| i) Requirement | ii) Values |
| iii) Lifestyle | iv) borrowing power |
- d) _____is one of the most basic influences on an individual's need, wants and behaviour
- | | |
|--------------|-------------|
| i) Brand | ii) Culture |
| iii) Product | iv) Price |
- e) If a consumer describes a car as being the most economical car on the market. then this is descriptor is an_____
- | | |
|-------------|--------------|
| i) Rule | ii) Attitude |
| iii) Belief | iv) Cue |

P.T.O.

- f) A_____is a person's pattern of living as expressed in his or her activities, interests and opinions.
- | | |
|---------------|---------------|
| i) Role | ii) Status |
| iii) Position | iv) Lifestyle |
- g) Customer who have no royalty towards and brand are
- | | |
|-----------------------|---------------------|
| i) Speit loyals | ii) Switchers |
| iii) Hard core loyals | iv) shitting loyals |
- h) _____means the storage of past happenings and thoughts
- | | |
|-------------|----------------|
| i) Learning | ii) Motivation |
| iii) Memory | iv) Cognition |

Q2) Attempt any two [10]

- a) Define consumer behaviour. Discuss the role of segmentation and targeting in increasing marketers understanding of the consumer behaviour.

OR

- b) Define Motivation. How can knowledge of motivation theories help marketing managers? Discuss the Maslow's Hierarchy of need theory with example.

OR

- c) How do you measure social classes in India using Socio-Economic classes (SEC) in urban and Rural Market.

Q3) a) What do you understand by extensive problem solving, limited problem solving and routinized response behaviour? John wish to purchase a car. What kind of decision making process you suggest for John. [10]

OR

- b) What are the levels of consumer involvement? Explain the dimensions of consumer involvement.

Q4) What are the factors in buying situation that result in extended search for pre purchase information by consumers? Based on factors identified by you, what kind of information search behaviour can you expect in case to purchase mobile phone by family. **[10]**

OR

Discuss the difference between store and non-store purchasing process and purchasing patterns.

Q5) Differentiate between consumer decision making process and institutional decision making process. **[10]**

OR

Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions.



Total No. of Questions : 5]

SEAT No. :

PA-4183

[Total No. of Pages : 2

[5946]-219

M.B.A.-I

**205-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 question carries 10 marks.*
- 3) *Each question has internal option.*

Q1) Solve any five out of eight-following sub questions.

- a) Define service concept.
- b) Define New service development (NSD).
- c) State the role of services in an economy.
- d) Define the term 'Consumer Service Economy.
- e) What is Business service experience?.
- f) State the concept of 'Service Dominant Logic.
- g) What are the characteristics of service operations?
- h) List any two types of facility location modelling.

Q2) Solve any two of the following sub questions:

- a) Summarize the evolution of economy with special reference to service sector.
- b) Describe the Importance of intellectual Property in service sector.
- c) Interpret the objective of good service organization.

Q3) a) Illustrate the difference between process layout and job shop process layout.

OR

- b) Prepare distinguishing parameters between contact personnel dominated encounter and customer dominated encounter. Illustrate with examples.

P.T.O.

Q4) a) “Designing the enterprise requires the new service development process”
analyze the statement with suitable example.

OR

b) “Service blue printing for restaurant Business improves employee satisfaction inter the statement.

Q5) a) Evaluate the customer experience and outcomes for food delivery services provided by mobile apps.

OR

b) Compare and contrast the services of fashion clothing e-retailer organizations.



Total No. of Questions : 5]

SEAT No. :

PA-4184

[Total No. of Pages : 2

[5946]-220

M.B.A.-I

206SC-OSCM-02 : SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester-II)

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 term Core competency.
- b) What are the five critical flows in supply chain which can result in value addition for the ultimate customers.
- c) Define logistics.
- d) Describe the concept of pull based SC.
- e) What is Agile Sc?
- f) Define customer success.
- g) Define VMI.
- h) Define JIT production.

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

- a) Describe JIT purchasing and JIT transportation used by auto assembly plant.
- b) Explain how the linear SC transformed into collaborative network.
- c) Explain value added services provided by telecom operator.

Q3) Answer any one question. (10 Marks)

- a) Contrast anticipatory based business model and response based business model.

OR

- b) Explain the necessity of outsourcing and elaborate the advantages of outsourcing.

P.T.O.

Q4) Answer 4 (a) or 4 (b) (10 marks)

- a) How can vendor managed inventory be applied successfully?

OR

- b) Critically analyze operational challenges to make shift from linear SC to collaborative network in reality.

Q5) Answer 5 (a) or 5 (b) (10 marks.)

- a) “Reverse logistics Booms as Americans return 17% of all retail purchases”- thomas index report. By reading this report Mr. Saurav, a recent management graduate from pune wish to set up a start up focused on managing reverse logistics of retail products. he appoints you as a consultant for reverse logistics help him to know R’s of reverse logistics.

OR

- b) Mr. Ramesh has visited the automotive assembly plant, he has seen visual signals are used to control the material what is the system of controlling the material? How this system gives high level of sophistication for OEM?



Total No. of Questions : 5]

SEAT No. :

PA-4954

[Total No. of Pages : 2

[5946]-22A
M.B.A. (Revised)
GE - UL - 06 : DEMAND ANALYSIS & FORECASTING
(2019 Pattern) (Semester - I) (112)

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) What is Macro Level and Firm Level Forecasting?
- b) Describe, Seasonal Effects.
- c) What are the different Qualitative Forecasting Methods?
- d) What is trend Analysis?
- e) Explain Income Elasticity of Demand with suitable example.
- f) What is Demand Estimation?
- g) What is Cross Sectional Data?
- h) How to monitor forecast accuracy.

Q2) Answer any Two (5 marks each) :

[10]

- a) Investigate in detail what marketing research techniques can be used for estimating demand?
- b) Illustrate the Role of forecasting in Supply Chain.
- c) Explain Holt's two parameter method with appropriate example.

Q3) Answer any One (10 marks each) :

[10]

- a) What are the strengths and weaknesses of cross impact analysis? Justify with appropriate example.

OR

- b) Compare and Contrast Delphi method and Historical Analogy methods.

P.T.O.

Q4) Answer Any One (10 marks each) :

[10]

- a) Explain the important components of a time series.

OR

- b) Distinguish between secular trend, seasonal variations and cyclical fluctuations. How would you measure secular trend in any given data?

Q5) a) Domestic air traffic has again picked up pace during the current financial year i.e. 2022-23 and is expected to reach around 97% of the pre-covid level. In the light of various components of time series, analyse the growth of passengers in Indian aviation sector. **[10]**

OR

- b) What is the significance of demand forecasting in business decisions? Critically examine the various methods of Quantitative demand forecasting.



Total No. of Questions : 5]

SEAT No. :

PA-4363

[Total No. of Pages : 2

[5946]-3001

M.B.A.

301-GC-11: STRATEGIC MANAGEMENT

(2021 Pattern) (Semester - III)

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 full marks.*

Q1) Solve any Five from the following :

[10]

- a) What are the components of strategic intent?
- b) Enlist the intangible resources in an organisation.
- c) State the types of Mergers.
- d) Define SBU organisation structure.
- e) What is Four action frame work?
- f) List the levels of strategy.
- g) What is the meaning of competitive advantage?
- h) Define Low cost strategy.

Q2) Solve any two from the following :

[10]

- a) How is mission different from vision?
- b) What are the reasons for company to form strategic alliance?
- c) Explain Management by objectives (MBO).

P.T.O.

Q3) a) Explain BCG matrix as a tool of portfolio analysis with suitable example. **[10]**

OR

b) “Balanced Scorecard is an effective tool for strategy evaluation”. Illustrate.

Q4) a) For formulating competitive strategy of two wheeler industry prepare & explain Porter’s Five Force Competition Model. **[10]**

OR

b) A home appliance product manufacturing company would like to divert from its current market and goods. Suggest and explain the various strategic options are available with company.

Q5) a) Develop a virtual value chain for upcoming online Grocery business. **[10]**

OR

b) Prepare and explain the Environmental Threat and Opportunity Profile (ETOP) for a Electronic Vehicle (EV) manufacturing company.

* * *

Total No. of Questions : 5]

SEAT No. :

PA-4364

[Total No. of Pages : 3

[5946]-3002

M.B.A.

(GC-12)-302: DECISION SCIENCE

(2021 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) *Each question has an internal option.*
- 4) *Use of simple calculator is allowed.*

Q1) Solve any Five out of eight questions :

[10]

- a) Define dependent event.
- b) Define critical path.
- c) State mined strategy.
- d) State unbalanced transportation problem.
- e) Define saddle point.
- f) Memorize mean service rate.
- g) State full form of CPM.
- h) Define Monte Carlo simulation.

Q2) Solve any two out of three questions :

[10]

- a) Explain the applications of Markov chain.
- b) Compare CPM and PERT.
- c) Describe the importance of decision science in decision making.

P.T.O.

Q3) a) Use the graphical method to solve the following LPP. **[10]**

Maximize $Z = 100x + 100y$

Subject to constraints

$$6x + 4y \geq 24$$

$$4x + 2y \leq 16$$

$$3.5x + 3y \leq 21$$

$$x, y \geq 0$$

OR

b) Obtain the initial feasible solution of the following transportation problem using i) NWCM and ii) LCM. **[10]**

	D ₁	D ₂	D ₃	D ₄	Supply
S ₁	19	30	50	10	7
S ₂	70	30	40	60	9
S ₃	40	8	70	20	18
Demand	5	8	7	14	34

Q4) a) A bakery keeps a stock of popular brand of cake. Daily demand based on past experience is given below. **[10]**

Daily Demand	0	10	20	30	40	50
Probability	0.01	0.15	0.20	0.50	0.12	0.02

Using the following random numbers simulate the demand for next 10 days and also calculate the average demand for the cake basis of simulated data.

Random numbers : 45, 72, 56, 51, 79, 9, 61, 43, 31 and 81

OR

b) Draw network diagram from the following activities and find critical path and total slack of activities. **[10]**

Job	A	B	C	D	E	F	G	H	I	J	K
Job time days	13	8	10	9	11	10	8	6	7	14	18
Immediate predecessor.	-	A	B	C	B	E	D,F	E	H	G,I	J

- Q5) a)** Given the following pay off matrix use i) Laplace criterion ii) Minimax Regret criterion iii) Hurwicz criterion ($\alpha = 0.6$) to find optimal strategy. **[10]**

		Action			
		A_1	A_2	A_3	A_4
States of Nature	S_1	10	5	8	6
	S_2	3	9	15	2
	S_3	-3	4	6	10

OR

- b) Solve the following assignment problem for minimization. **[10]**

	1	2	3	4	5
A	8	8	8	11	12
B	4	5	6	3	4
C	12	11	10	9	8
D	18	21	18	17	15
E	10	11	10	8	12

Total No. of Questions : 5]

SEAT No. :

PA-4948

[Total No. of Pages : 2

[5946]-3003

S.Y. M.B.A. (Fintech)

**304 - FT - SC - FT - 03 : GLOBAL FINANCIAL MARKETS
(2021 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *All questions carry equal marks.*

Q1) Solve any Five out of Eight (2 Marks Each)

[5×2=10]

- i) Which of the following statement is true?
 - A) Balance of payment includes balance of trade.
 - B) Balance of trade includes visible and invisible items.
 - C) Balance of payments includes all international economics.
 - a) A only
 - b) A and B
 - c) A and C
 - d) B only
- ii) What do you understand by Floating Rate Notes?
- iii) Illustrate and explain the meaning of 'Settlement Date'.
- iv) What is Transaction Exposure?
- v) What is the Gold Standard System?
- vi) Explain the concept of Special Drawing Rights?
- vii) Which convention gave birth to the International Monetary Fund? (IMF)
 - a) Uruguay Round Conference
 - b) Round Table Conference
 - c) Bretton Woods Conference
 - d) Shimla Conference
- viii) American depository Receipts (ADRs) are issued by _____.
 - a) Indian Company
 - b) American Company
 - c) Overseas Depository
 - d) International Exchange

P.T.O.

Q2) Any Two:

[2×5=10]

- a) Explain the concept of Arbitrage with an illustration.
- b) Short Notes:
 - i) Purchasing Power Parity
 - ii) Fisher's Parity
- c) What do you understand by Foreign equities, Euro Equities and Depository receipts?

Q3) Solve Any One:

[10]

- a) What do you understand by the Global Financial Market? Explain the working Structure of the Foreign Exchange Market.

OR

- b) Explain the need for forecasting exchange rates. State various factors affecting exchange rates.

Q4) Solve Any One:

[10]

- a) What are the various methods of raising resources by borrowers in the international market?

OR

- b) Explain the role and functions of FATF in Money Laundering.

Q5) Solve Any One:

[10]

- a) Explain the International Financial Reporting Standards and International Accounting Standards.

OR

- b) Discuss in detail the role of the settlement systems in the Foreign Exchange Trade Settlement.

❧❧ ❧❧

Total No. of Questions : 5]

SEAT No. :

PA-4642

[Total No. of Pages : 5

[5946] - 3004

M.B.A.

305 FT : FINANCIAL MODELLING WITH EXCEL

(2021 Pattern) (Semester - III) (SC-FT-04)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Use of scientific calculator is allowed.

Q1) Answer the following (Any 5) :

[10]

- a) What can be said about a Financial Model :
 - i) Excel spreadsheet with numbers
 - ii) Calculation tool
 - iii) Decision making tool
 - iv) Excel containing historical financial data
- b) _____ is the correct formula for finding average Excel.
 - i) = Avg (AB)
 - ii) = Average (A1 : B1)
 - iii) = AVERAGE (A1 : B1)
 - iv) = Average (A1 B1)

P.T.O.

- c) Which type of data do most financial models begin with?
- i) Internal
 - ii) Public
 - iii) Purchased
 - iv) Proprietary
- d) Give any four examples of Financial Modelling.
- e) When is H lookup used?
- f) Which tools can be used for Auditing the Financial Models in Excel.
- g) Which Excel function would slow down the re-calculation process of a large Financial Model?
- h) What is the use of Count A & Count Blank Function?

Q2) Solve Any 2 :

[10]

- a) Explain the steps that you need to follow for entering a formula into Excel.
- b) i) How to calculate yield in excel?
ii) When should XIRR be used?
- c) Explain the steps for preparing Financial Modelling.

- Q3) a)** Analyse the two projects using crossover rate and conclude which of the two projects is better and when? Which functions of Excel should be used to calculate crossover rate? Show the steps that will be followed in excel? **[10]**

(Rs. in lacs)

Year End	0	1	2	3	4
Project Alpha	-100	50	40	30	10
Project Beta	-100	10	30	40	67.5

OR

- b) Examine Discounted cash flow as a technique in Financial Modelling.

Q4) a) Explain & Calculate the annual repayment of loan with the help of Get formula in Financial Modelling with following data : **[10]**

Principal amount Rs. 1, 65, 000/-

Interest 8% P.A.

Term 7 years.

OR

- b) State and explain how will you calculate current Ratio for 2 years in Excel with the help of following information :

Balance Sheet of XYZ Ltd.

Liabilities	2019 Rs.	2020 Rs.	Assets	2019 Rs.	2020 Rs.
Capital	1,10,000	1,35,000	Plant & Machinery	54,000	62,000
Bank loan	55,000	49,000	Furniture	71,000	81,000
Creditors	30,000	45,000	Cash in Hand	17,000	6,000
Bills payable	63,000	52,000	Stock	39,000	43,000
Bank over draft	3,000	–	Debtors	38,000	50,000
			Bills Receivables	42,000	39,000
Total	2,61,000	2,81,000	Total	2,61,000	2,81,000

Q5) a) With the help of following data, build a Cash Flow model showing calculations of closing cash and marketable securities : **[10]**

(Rs. in Lacs)

Gross operating income = Rs. 100

Depreciation = Rs. 5

(Increase) in Accounts Receivables = Rs. 25

(Decrease) in Accounts Payable = Rs. 12

Decrease in inventories = Rs. 14

Tax to be charged @ 30%

Investments in PPE during the current year = Rs. 100

Investment in non-current Assets sold during the current year = Rs. 50

Dividend paid = Rs. 40

Opening Cash and Marketable Securities Rs. 725

Fresh borrowings during the year = Rs. 51.175

OR

b) Create an excel sheet to show calculation of bonus to be paid to the employees using appropriate excel functions with the following details. Also show the steps to be followed for the above.

Sr. No.	Name of the employee	Dept.	Region	Basic Salary	D.A.	Total
1	Radha	Finance	South	50,000	10,000	60,000
2	Prakash	HR	South	35,000	10,000	45,000
3	Anisha	Admin.	North	27,000	10,000	37,000
4	Chandresh	Mktg.	West	30,000	10,000	40,000
5	Yash	Mktg	South	32,000	10,000	42,000
6	Tara	HR	South	20,000	10,000	30,000

Conditions to be fulfilled for above calculations are given below :

1. If salary is $> 45,000$ then 5% of basic salary to be paid as bonus.
2. If salary is $> 40,000$ but less than 46,000, 7.5% of basic salary to be paid as bonus.
3. If salary is greater than 35,000 but less than 41,000, 10% of basic salary to be paid as bonus.
4. If salary is $< 35,000$, 12% of basic salary to be paid as bonus.
5. If department is Mktg or Finance, these will be an additional bonus of Rs. 5,000/- over and above bonus calculated in Conditions 1 to 4.
6. If department is Mktg. and Region is west, there will be a further bonus of Rs. 4,500/- over above the bonus calculated in conditions 1 to 5.



Total No. of Questions : 5]

SEAT No. :

PA-4365

[Total No. of Pages : 2

[5946]-3005

M.B.A. (Fintech.)

306 : INTERNATIONAL BUSINESS ECONOMICS

(2021 Pattern) (Semester - III) (GE-UL-13)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Draw diagrams wherever necessary.*

Q1) Answer any five :

[2 each]

- a) W.T.O. was established on
 - i) Jan. 1, 1996
 - ii) Jan. 1, 1947
 - iii) Jan. 1, 1994
 - iv) Jan. 1, 1995
- b) It is the price of buying something. For example : foreign currency, in one place and selling it in another place where the price is higher, in order to generate profit.
 - i) Arbitrage
 - ii) Spot
 - iii) Forward
 - iv) Future
- c) Define future market.
- d) Define IMF.
- e) What is anti-dumping duty under W.T.O.?
- f) Define Special Drawing Rights.
- g) What is Gold exchange standard?
- h) Meaning of foreign exchange market.

P.T.O.

Q2) Answer any two :

[5 each]

- a) Discuss Flexible exchange rate system.
- b) Explain gold exchange standard.
- c) Identify the functions of W.T.O.

Q3) a) Sketch Krugman's model of Intra - Industry Trade with special focus to its advantage. **[10]**

OR

- b) Demonstrate the impact of changing exchange rates on exports and imports. **[10]**

Q4) a) Critically discuss in detail the problem of international debt with relevant example. **[10]**

OR

- b) Demonstrate the product market approach to determination of exchange rate. **[10]**

Q5) a) Critically discuss any one of the international financial crises models with relevant example. **[10]**

OR

- b) "It is best for a country never to borrow from lenders of other countries." Illustrate this statement with points of agreements and disagreements. Also add relevant examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4643

[Total No. of Pages : 2

[5946]-3006

M.B.A.

**307:GE-UL-14 INTERNATIONAL BUSINESS ENVIRONMENT
(2021 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) Globalisation refers to _____.
 - i) A more integrated & interdependent world
 - ii) Global warming
 - iii) Less foreign trade & investment
 - iv) Lower incomes worldwide.
- b) Define International Monetary Fund?
- c) World Trade Organization was established on _____.
 - i) 1st Jan 1995
 - ii) 3rd Oct 1996
 - iii) 20th Feb 1994
 - iv) 1st April 1995
- d) Define Digitization?
- e) What does the term FDI mean?
- f) Define Balance of Payments.
- g) Define the term Forex Market.
- h) Define Outsourcing.

P.T.O.

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

- a) Explain the nature & scope of International Business.
- b) Discuss the process of Internationalisation?
- c) Describe the Modes of FDI?

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

- a) Demonstrate the role of IMF & World Bank in International Business.
- b) Sketch the role of Political & Cultural environment in International Business with suitable examples.

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

- a) Critically discuss the impact of outsourcing & global value chains issue in International Business.
- b) “Tariff & Non-Tariff Barriers play a vital role in International Business”. Analyse the statement.

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

- a) Examine the growing concern for ecology in International Business Environment.
- b) Evaluate Labour & Environmental issues in International Business.



Total No. of Questions : 5]

SEAT No. :

PA-4366

[Total No. of Pages : 2

[5946]-3007

M.B.A. (Fintech)

GE-UL-15-308 : PROJECT MANAGEMENT

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Draw diagrams wherever necessary.*

Q1) Answer any 5 out of 8 :

[2 each]

- a) Elaborate SMART goals for the project.
- b) Define Project charter.
- c) Define work breakdown structure.
- d) Enlist the features of project audit.
- e) Enlist the knowledge areas of PMI.
- f) Enlist key outputs of project planning process group as per PMBOK.
- g) Enlist the types of risk tolerance.
- h) Enlist the types of communication in project.

Q2) Answer any 2 out of 3 :

[5 each]

- a) Comment on team hierarchy in project.
- b) Explain the causes of project failure.
- c) Explain the risk and uncertainty in project.

P.T.O.

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

- a) Explain the triple constraints in project.
- b) “As per project management without a charter there is no project.” Elaborate the statement and highlight the importance of charter.

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

- a) Explain the project management process group.
- b) “IT companies are shifting from digital to hybrid from conventional project management.” Comment. Also explain the virtual project management.

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

- a) Elaborate the team management process.
- b) Explain the role of network diagram, CPM and PERT in projects.



Total No. of Questions : 5]

SEAT No. :

PA-4644

[Total No. of Pages : 2

[5946]-3008

M.B.A.

**309 - GE - UL - 16 : KNOWLEDGE MANAGEMENT
(2021 Pattern) (Semester - III)**

Time : 2½ 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 (2 marks)

- a) Define the concept of knowledge.
- b) What is information?
- c) What do you understand by expertise?
- d) Define Wisdom.
- e) What do you understand by knowledge codification?
- f) What are the Quantitative measures in Knowledge Management?
- g) Explain Explicit knowledge.

Q2) Answer any two.

- a) Write a short note on subjective and objective view of knowledge.
- b) Write a short note on the role of culture in knowledge management.
- c) Write in short the role of structure in knowledge management.

Q3) a) Explain in detail types of knowledge.

OR

- b) Explain in detail Reservoirs of knowledge.

P.T.O.

Q4) a) Explain in detail knowledge management infrastructures.

OR

b) Explain in detail the role & Responsibilities of knowledge management team.

Q5) a) Explain application & effectiveness of KM in manufacturing industry.

OR

b) What do you mean by knowledge management cycle. Explain in detail Meyer & Zach KM cycle.



Total No. of Questions : 5]

SEAT No. :

PA-4946

[Total No. of Pages : 2

[5946]-3009

M.B.A.

GE - UL - 17 - 310 : CORPORATE GOVERNANCE

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8 (2 marks each):

[10]

- a) Define stakeholders.
- b) Enlist the pillars of corporate Governance.
- c) What do you mean by Audit committee.
- d) Define corporate Governance.
- e) What is Enterprise Risk Management.
- f) Define Related party transactions.
- g) List the types of directors.
- h) Define ESG stand for in corporate Governance.

Q2) Answer any 2 out of 3 (5 marks each):

[10]

- a) Examine the role of Board of Directors in Internal control.
- b) Explain the concept of Whistle Blower.
- c) What are the objectives of corporate Governance.

Q3) Answer any one:

[10]

- a) Describe the various ways in which Risk can be managed.

OR

- b) Discuss the need to separate the role of chairman and managing director.

P.T.O.

Q4) Answer any one:

[10]

- a) Discuss about the disclosure that are required to be made in terms of clause 49 of the Listing Agreement.

OR

- b) Analyse the Role of corporate Governance in the modern organisation and discuss the ways to improve the corporate Governance in such organisations.

Q5) Answer any one:

[10]

- a) Explain corporate social responsibility and suggest the best corporate social responsibility practices that could be adopted by the corporates.

OR

- b) Evaluate the Role of Chanda Kochhar in the ICICI Bank fraud and suggest the ways to handle such a kind of frauds in future.

***** END *****

Total No. of Questions : 5]

SEAT No. :

PA-3618

[5946]- 301

[Total No. of Pages : 2

Second year M.B.A.

**301 : STRATEGIC MANAGEMENT
(2019 CBCS Pattern) (Semester - III)**

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 full marks.*

Q1) Solve any five 5 out of 8. [10]

- a) Define strategic management
- b) What are the key result areas
- c) What is functional level strategy
- d) What do you mean by strategic planning
- e) Define portfolio analysis
- f) Define mergor and aeguision
- g) Explain SBU
- h) Define blue ocean strategy

Q2) Solve any two 2 out of 3. [10]

- a) Differentiate between strategic control and operations control.
- b) Explain BCCe product portfolio matrix.
- c) Explain in detail the porters five force model.

Q3) a) Explain the difference between Red ocean strategy and Blue ocean strategy. [10]

OR

- b) Explain the issues in strategic management with respect to social and environmental sustainability?

P.T.O.

Q4) a) Explain porteris generic competitive strategies. **[10]**

OR

b) Define term 'strategy'. Explain in details the levels of strategy.

Q5) a) What are the competitive advantage? Explain sources of competitive advantage. **[10]**

OR

b) Explain concept of six sigma and its uses for strategy implementation.



Total No. of Questions : 5]

SEAT No. :

PA-4949

[Total No. of Pages : 2

[5946]-3010

S.Y. M.B.A.

**GE-UL-18-311 : MANAGEMENT OF NON - PROFIT
ORGANIZATIONS
(2021 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Every Question is for 10 marks*

Q1) Define the Following - Answer any 5

[2 Marks each]

- a) Non profit Organization.
- b) Staffing .
- c) Non Profit Leadership.
- d) Mission statement of organization.
- e) Trust.
- f) Company as per Company Act.
- g) Conflict of Interest.
- h) Sustainable Business Model.
- i) Public Relations.
- j) Financial Resources.

Q2) Answer any two

[5 mark each]

- a) Differentiate between Profit and Non-Profit Organizations.
- b) Explain the different types of Non-profit organizations.
- c) Explain the term volunteer and their role in non-profit organizations in short.

Q3) a) Enlist the List of Documents to establish identity of members for Welfare Societies/Trust. Explain the key features of Societies Registration Act.[10]

OR

- b) Define Governance and explain the role of board of governance in non-profit organization in India. **[10]**

P.T.O.

Q4) a) Explain the role of non-profit organizations in the public policy framing process with suitable examples of any two key public policies. **[10]**

OR

b) Explain the four main performance evaluation parameters for Non-Profit Organizations. **[10]**

Q5) a) Define sustainable business model. Explain the 5 elements for a sustainable business mode. **[10]**

OR

b) Enumerate the Tax benefits and Exemptions for Non-profit organizations under different acts. **[10]**

* * *

Total No. of Questions : 5]

SEAT No. :

PA-4950

[5946]-3011

[Total No. of Pages : 2

S.Y. M.B.A. (Project Mangement)

**304 PRJ - SC - PRJ - 03 : PROJECT ESTIMATING, COST &
RISK MANAGEMENT**

(2021 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 5 out of 8 (2 Marks Each)

- a) Enlist various components of project estimating.
- b) Explain the concept of project estimation.
- c) Explain the concept of project monitoring and control.
- d) State the benefits of Project Risk Management.
- e) State the Challenges of Project Cost Management.
- f) Define the term Indirect Costs.
- g) State the objectives of Project Risk Management.
- h) Define the term Indirect Costs?

Q2) Solve any 2 out of 3 (5 Marks Each)

- a) Explain the risk assessment steps.
- b) State the goals of Project Audit.
- c) Differentiate between Qualitative and Quantitative Risk Analysis Methods.

Q3) Discuss various techniques of project estimating.

[10]

OR

Explain the concept of project risks and illustrate various types of project risks.

[10]

P.T.O.

Q4) Explain the process of Project Risk Management. [10]

OR

Write a detailed note on Risk Identification. [10]

Q5) Analyze the Feed - Forward Technique with its advantages and disadvantages. [10]

OR

Explain the concept of Project Control and Monitoring along with techniques of Monitoring & Control. [10]

Total No. of Questions : 5]

SEAT No. :

PA-4934

[Total No. of Pages : 2

[5946]-3012

M.B.A.

**305PRJ : PROJECT MANAGEMENT EXECUTION &
MONITORING**

(2021 Pattern) (Semester - III)

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 5 out of 8 questions:

[5 × 2 = 10]

- a) Describe the term "Manage Project Knowledge".
- b) Discuss the impact of scheduling on PM.
- c) State the objectives of project management.
- d) List any two advantages quality management.
- e) State the challenges of adopting new technologies in project management.
- f) Examine the stages of developing the project.
- g) Define the term resource management.
- h) Discuss the tools and techniques for managing the project team.

Q2) Solve any 2 out of 3:

[2 × 5 = 10]

- a) Describe the input & output to directing and managing project work.
- b) Describe the use of various tools & techniques for performing quality management.
- c) Write the distinctive characteristics of project monitoring.

P.T.O.

Q3) Attempt any 1 out of 2: [10]

a) Explain the term stakeholder engagement in project work with example.

OR

b) Explain the resource planning & control methods.

Q4) Attempt any 1 out of 2: [10]

a) Analyze the project management processes with its advantages & limitations.

OR

b) Explain how to create project monitoring and control plan.

Q5) Attempt any 1 out of 2: [10]

a) Evaluate the role of IT in project management w.r.t. manufacturing industry.

OR

b) Design a project controlling chart for any service industry.



Total No. of Questions : 5]

SEAT No. :

PA-4951

[Total No. of Pages : 2

[5946]-3013

M.B.A. (Semester - III)

**304 DM : SC-DM-03-SOCIAL MEDIA MARKETING
(2021 Pattern)**

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) Solve any five out of eight following sub-question. **[10]**

- a) What is the social media marketing metric?
- b) What is market segmentation in social media marketing (SMM)?
- c) State 2 demerits of social media marketing?
- d) What is C2C marketing?
- e) What is “social media optimization”?
- f) What is content mix?
- g) What feature does LinkedIn offer for pay accounts?
 - i) Ability to post pictures
 - ii) Increased abilities to connect directly and send messages to people
 - iii) Ability to post in Groups and create a Group
 - iv) Ability to block users
- h) State any 2 advantages of social media marketing over traditional marketing

Q2) Solve any two of the following sub-questions : **[10]**

- a) Write a short note on social media marketing.
- b) Describe the steps in creating social media marketing strategies.
- c) How can I increase my organic reach on Facebook? Explain.

P.T.O.

Q3) a) How should we be using Facebook for marketing? [10]

OR

b) What is the difference between a LinkedIn Group and a LinkedIn Page and the benefit of each? [10]

Q4) a) Explain with suitable examples what influencer Marketing is all about. [10]

OR

b) What approaches to budgeting can be used by organizations planning for social media marketing? [10]

Q5) a) What is the role of metrics in social marketing program. [10]

OR

b) Short note on tools used for content creation on various social media websites. [10]



Total No. of Questions : 5]

SEAT No. :

PA-4947

[Total No. of Pages : 2

[5946]-3014

S.Y. M.B.A.

DIGITAL MARKETING

**305DM : Digital Marketing Research
(2021 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) *Each question has internal option.*

Q1) Attempt any five out of eight.

[10]

- a) State one basic difference between qualitative and quantitative research.
- b) What is digital marketing research?
- c) List typical uses of social networks in research.
- d) Enumerate bulletin board group benefits.
- e) Describe multi-modal survey.
- f) Show the relationship between marketing Information system and Marketing Research with the help of an example.
- g) Cite examples of recent trends in Marketing Research.
- h) Which of the following represents the strongest possible linear relationship between two quantitative variables?
 - i) -1
 - ii) 0
 - iii) 1
 - iv) choices (i) & (iii)
 - v) Choices (i), (ii), (iii)

Q2) Attempt any two out of three.

[10]

- a) Articulate the scope of digital marketing research.
- b) Elaborate on the future of online research communities.
- c) Discuss the strengths and weaknesses of blog and buzz mining.

P.T.O.

Q3) Answer any one: [10]

- a) Summarize the opportunities and threats in Digital Marketing Research.
- b) Analyze the use of cluster analysis for market segmentation.

Q4) Answer any one: [10]

- a) Express arguments for and against online focus groups.
- b) Design an online survey questionnaire keeping in mind the structure of the questionnaire for identifying features for a new product (home-use).

Q5) Answer any one: [10]

- a) List and explain the ethical and quality issues of social media.
- b) Illustrate the use of the following in research : web analytics, website reviews.



Total No. of Questions : 5]

SEAT No. :

PA-3623

[5946]- 302

[Total No. of Pages : 3

M.B.A.- II

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.

[2×5=10]

- a) Define transition probability in Markov Chain.
- b) Mention condition for balanced transportation problem.
- c) Define independent events in probability.
- d) Write condition for saddle point in game theory.
- e) Define EVPI (Expected value of perfect Information).
- f) Write format of LPP (Linear Programming Problem).
- g) Define critical path in network diagram.
- h) List elements of queuing system.

Q2) Solve any two of the following.

[2×5=10]

- a) Discuss different decision environment in Decision Theory.
- b) Describe role of linear programming problem (LPP) in managerial decision making.
- c) Determine the initial solution of following transportation problem using North West Corner Method.

Sources \ Destinations	Destinations				Supply
	D1	D2	D3	D4	
S1	19	30	50	10	7
S2	40	8	15	18	9
S3	30	20	20	25	18
Demand	05	08	07	14	

P.T.O.

Q3) Solve any One of the following.

[1×10=10]

a) Solve the following game by using principle of dominance.

		Player B			
		B1	B2	B3	B4
Player A	A1	14	4	8	12
	A2	8	3	2	12
	A3	8	7	-6	16
	A4	6	5	12	10

b) Following data is related to frequency of student absenteeism in a class

No. of students Absent	0	5	10	15	20	25
Frequency	4	22	16	42	10	06

Simulate the students absenteeism for next 10 weeks. Also find out average absenteeism. Use the following random numbers.

87, 05, 30, 53, 89, 61, 19, 55, 23, 58

Q4) Solve any one of following.

[1×10=10]

a) A computer centre has got four expert programmes The centre needs four application programmes to be develop. The head of computer centre after studying carefully programmes to be developed estimates computer time (in hrs) required by the respective experts to develop the application programmes as follow.

		Programmes			
		A	B	C	D
Programmers	1	120	100	80	90
	2	80	90	100	70
	3	120	140	120	100
	4	90	90	80	90

Assign programmers to the programmes in such a way that total computer time is minimize.

- b) The profit of organized retail outlet is approximately normally distributed with mean Rs. 4400 & standard deviation Rs. 620

Find associated probability of profit

- i) More than 3300
- ii) less than 5400
- iii) between 3500 & 4400

Given $P[0 < Z < 1.77] = 0.4616$

$P[0 < Z < 1.61] = 0.4463$

$P[0 < Z < 1.45] = 0.4263$

Q5) Solve any One of following.

[1×10=10]

- a) A project has been defined to contain the following list of activities along with their required time of completion.

Activity	A	B	C	D	E	F	G	H	I
Time in Dasy	1	4	3	7	6	2	7	9	4
Immediate predecessor	-	A	A	A	B	C	E,F	D	G,H

Draw network diagram. Identify Critical Path.

- b) In a bank on an average every 15 minutes one customer arrives for cashing the cheque. The staff at the only payment counter takes 10 minutes for serving a customer on an average.

Find

- i) average queue length.
- ii) Increase in arrival rate for justifying a second counter.



Total No. of Questions : 5]

SEAT No. :

PA-3628

[Total No. of Pages :2

[5946]-303

Second Year M.B.A.

306-GE-UL-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) The theory of Absolute cost Advantage is given by.
 - i) David Ricardo
 - ii) F.W. Taylor
 - iii) Adam Smith
 - iv) Ohlin & Heckscher
- b) IBRD (International Bank for reconstruction & Development) also known as.
 - i) Exim Bank
 - ii) International Monetary fund
 - iii) World Bank
 - iv) International Bank
- c) What is Gold standard.
- d) What is full form of FDI & FII?
- e) What is special drawing rights?
- f) What is meaning of tariffs.
- g) What is arbitrage?
- h) What is exchange rate regimes.

Q2) Solve any 2 out of 3.

[10]

- a) What is the concept of arbitrage & speculation. in forex market.
- b) Write short note on currency market?
- c) Distinguish between forward & future market?

P.T.O.

Q3) Solve any 1 out of 2. [10]

- a) Explain the impact of Euro Crisis on global economics with suitable examples.

OR

- b) How does conflict arises in International trade. how to overcome or control conflicts in the world economy?

Q4) Solve any 1 out of 2. [10]

- a) Critically analyse the impact of changing exchange rates on Indian export & Import.

OR

- b) Demand & supply for international reserves is never balanced. Justify this statement as to international Banking with respect to the problem of International Debt.

Q5) Solve any 1 out of 2. [10]

- a) Evaluate the role of international monetary fund during financial crisis.

OR

- b) Discuss Heckscher-Ohlin model & its assumptions.



Total No. of Questions : 5]

SEAT No. :

PA-3630

[Total No. of Pages : 2

[5946]-304

M.B.A-II

**307-GE-UL-14 : INTENATIONAL BUSINESS ENVIRONMENT
(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) Answer in one or two sentence any 5 **[10]**

- a) Define globalisation.
- b) What is political economy?
- c) Name the different types of foreign investments.
- d) List the CSR initiatives mandated as per indian companies Act-2013
- e) Describe FDI.
- f) Define tariff in international trade.
- g) List the five most important advantages of digitalisation.
- h) State the years of establishment of world Bank, IMF & WTO

Q2) Attempt any two **[10]**

- a) Explain the major drivers of globalisation.
- b) Distinguish between FDI& FII.
- c) Differentiate between greenfield and brownfield investments.

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

- a) Explore some of the important ethical issues in modern businesses.
- b) Illustrate various tariff and Non-tariff barriers in international Business

P.T.O.

Q4) Attempt any one:

[10]

- a) Analyse the role of world bank, IMF and WTO in globalisation.

- b) 'Merger and Acquisition is used as a strategy for growth' examine this statement in the light of dynamic business environment.

Q5) Attempt any one

[10]

- a) Evaluate the need for using IFRS in reporting the financial performance globally.

- b) 'Growth in trade & commerce without losing a focus on preserving nature & environment is essential for sustainable development; evaluate the statement.



Total No. of Questions : 5]

SEAT No. :

PA-3634

[Total No. of Pages :2

[5946]-305

S.Y. 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) *Each question carry equal marks.*

Q1) Answers any 5:

- a) Which of the following is not considered as a risk in project management?
 - i) Specification delays
 - ii) Testing
 - iii) Staff turn over
 - iv) Product competition.
- b) Project managers have to assess the risk that may affect a project.
 - i) True
 - ii) False
- c) A 66.6% Risk is considered as
 - i) Very Low
 - ii) Low
 - iii) Moderate
 - iv) High
- d) Quality planning is the process of developing a quality plan for
 - i) Team
 - ii) Project
- e) Resources refers to
 - i) Manpower
 - ii) Machinery
 - iii) Material
 - iv) These three
- f) Developing a technology is an example of
 - i) Process
 - ii) Project
 - iii) Scope
 - iv) Result.
- g) Project performance consists of TIME, Cost & quality.
 - i) True
 - ii) False

P.T.O.

Q2) Explain “Project Management” and its scope and importance.

OR

Explain the term “Leadership Abilities” and the process of creating the “work Breakdown structure” of a project management.

Q3) Explain the types of “project constraints and methods of resource allocation.

OR

Write short notes on any two:

- a) Importance of project management
- b) Responsibilities of a project manager
- c) WBS”

Q4) Analyze “Risk Management” and explain in detail the “ risk Identification Steps”

OR

Write short notes on any two:

- a) Leadership-Skills requirement for a project.
- b) Process breakdown structure.
- c) “ Stress-Management”
- d) Main Causes of Project failure.

Q5) Explain the “Need for an integrated information system” in order to evaluation of a project.

OR

Explain the term “conflict” Discuss in detail the “Conflicts in Project” and “sources of conflict”.



Total No. of Questions : 5]

SEAT No. :

PA-3635

[Total No. of Pages : 2

[5946]-306

M.B.A.-II

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) *All questions carry 10 marks.*

Q1) Answer any Five of the following. (2 marks each)

[10]

- a) Define 'knowledge'.
- b) Write note on 'knowledge developer'?
- c) Enlist various organizational structures.
- d) What do you mean by Epistemology.
- e) What is knowledge codification?
- f) Define Explicit knowledge.
- g) What is teachability of knowledge.
- h) What are the elements of organizational culture?

Q2) Answer any two of the following. (5 marks each)

[10]

- a) Compare and contrast between traditional and decentralized organizational structure from knowledge sharing angle.
- b) Elaborate on role of knowledge management tools and portals as a source of data in Knowledge management system.
- c) Write a note on knowledge management cycle.

P.T.O.

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

- a) What do you mean by knowledge? Elaborate on characteristics of knowledge.
- b) Define knowledge management. Elaborate on knowledge management cycle

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

- a) What do you mean by knowledge Infrastructure? Argue on role of organizational structure and culture in knowledge management system.
- b) What do you mean by physical environment of the organization? Comment on its role in the process of knowledge sharing.

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

- a) Compare and contrast between universalistic and contingency views of knowledge management.
- b) What is the need for assessment of knowledge management impact? Enlist and describe qualitative and quantitative measures of assessment.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PA-3641

[5946]-307

S.Y. M.B.A.

310-GE-UL-CORPORATE GOVERNANCE

(2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each questions is having internal options.*

Q1) Attempt any five (2 marks each)

- a) Define enterprise Risk management?
- b) Define corporate governance.
- c) Define SEBI.
- d) Define external control.
- e) Define share holders.
- f) Define CSR.
- g) Define Board charter.
- h) Define Nominee committee.

Q2) Define any two:

- a) Types of directors.
- b) Four pillars of corporate governance.
- c) Types of auditors.
- d) Statutory duties of directors.

P.T.O.

- Q3)** a) Discuss the major recommendations of the K.M. Birla committee on corporate governance? (Mandatory & non mandatory)
- b) Define corporate governance need & scope of corporate governance?
- Q4)** a) Explain the power and liabilities of the directors?
- b) Discuss the different boards committee? explain their role and functions.
- Q5)** a) Highlighted the major failure of corporate governance in Kingfisher Airlines?
- b) Explain in detail the issues and challenges of ICICI bank in corporate governance.



Total No. of Questions : 5]

SEAT No. :

PA-3644

[Total No. of Pages : 2

[5946]-308

M.B.A.-II

**311 GE-UL-18 : Management of Non-Profit Organization
(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.*

Q1) Answer the following (any 5 out of 8)

[10]

- a) Non-profit sector accounts for a considerable percentage of national _____ in many countries.
 - i) NNP
 - ii) GDP
 - iii) NDP
 - iv) GNP
- b) Credit side balance in Income & Expenditure Account reveals _____
 - i) Excess of cash receipts over payments
 - ii) Excess of cash payments over receipts
 - iii) Excess of expenditure over income.
 - iv) Excess of income over expenditure
- c) The funds raised by such organizations through various sources are credited to _____ or/and _____
 - i) Capital Fund & Reserve fund
 - ii) Capital fund & General fund
 - iii) Reserve fund or General fund
 - iv) Mutual fund & General fund
- d) Which of the following is not a good Volunteer management practices?
 - i) Making volunteer skills with appropriate assignment
 - ii) Recognizing the contribution of volunteers
 - iii) Measuring the impact of staff annually
 - iv) Providing volunteer training and professional development

P.T.O.

- e) Define the NGO?
- f) Define trust?
- g) Define society?
- h) What is Donor Marketing?

Q2) Write short note (any 2 out of 3) [10]

- a) Role of volunteers in Non profit organizations.
- b) Characteristics of Non-profit organizations.
- c) Memorandum of Association.

Q3) a) Define the non-profit organization and describe its dimensions? [10]

OR

- b) What are the roles & responsibilities of board members in Non-profit organizations?

Q4) a) What are the factors affecting development of Non-profit organizations and explain the challenges of managing Non-profit organizations? [10]

OR

- b) What are the factors responsible for success of Non-profit organizations?

Q5) a) Elaborate any sustainable business model based on the social need. [10]

OR

- b) Explain in detail roles of Non-profit organization in the public policy framing process.



Total No. of Questions : 5]

SEAT No. :

PA-3653

[Total No. of Pages : 2

[5946]-309

M.B.A.-II

304MKT-SC-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 suitable examples wherever necessary.*
- 4) *Draw neat labeled diagram wherever necessary.*

Q1) Solve any five.

[5×2=10]

- a) Define services marketing with suitable example.
- b) List four characteristics of services.
- c) Recall and label 'service profit chain'.
- d) Describe the concept of 'customer lifetime value'.
- e) Identify any four types of services.
- f) Recall and label 'service marketing triangle'.
- g) List any four dimensions of SERVQUAL model.
- h) Describe 'Zone of tolerance'.

Q2) Solve any two:

[2×5=10]

- a) Differentiate between goods and services.
- b) Illustrate various positioning strategies for services with suitable examples.
- c) Explain 'Services recovery Process'

P.T.O.

Q3) Solve any one. **[1×10=10]**

- a) Illustrate application of various bases of segmentation of services with suitable examples.
- b) Demonstrate the use of service marketing strategies for matching capacity and demand with suitable examples.

Q4) Solve any one: **[1×10=10]**

- a) Appraise utility of GAP model of service quality.
- b) Analyse the role of extended marketing mix elements in services marketing.

Q5) Solve any one. **[1×10=10]**

- a) Design service blueprint for airlines.
- b) Develop service blueprint for 5-star Hotel.



Total No. of Questions : 5]

SEAT No. :

PA-3659

[Total No. of Pages : 2

[5946]-310

M.B.A.-II

SC-MKT-04 : SALES AND DISTRIBUTION MANAGEMENT

(2019 Pattern) (Semester-III) (305MKT)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Draw neat labeled diagrams wherever necessary.*
- 2) *Black figures to the right indicate full marks.*
- 3) *All questions are compulsory.*

Q1) Solve any five.

- a) Define sales management. [2]
- b) Match the following.
- | | |
|--------------------------------------|---|
| A) Advertisement | i) Managing public opinion |
| B) Public relations
communication | ii) Impersonal form of
Communication |
| C) Sales promotion | iii) Oral presentation of message |
| D) Personal selling | iv) Short term incentives |
- c) Define the concept of selection [2]
- d) _____ refers to the exchange of goods or commodities against money or service [2]
- | | |
|-----------------|-------------|
| 1) Distribution | 2) Place |
| 3) Sales | 4) Myopia |
| i) 1 | ii) 1 and 2 |
| iii) 2 and 4 | iv) 3 |
- e) Mr. Kumar, the new national sales manager is learning about the internal organizational environment in his company. He will learn about all of the following Except [2]
- | | |
|---------------------------|-------------------------------------|
| i) Human Resources | ii) Financial Resources |
| iii) Service Capabilities | iv) Social and cultural environment |

P.T.O.

- f) John, the sales manager, for a building materials company, Knows the customers in one profitable sales territory, are particularly hostile to women sales reps. John faces an ethical dilemma primarily in the area of : [2]
- i) Determining compensation and incentives.
 - ii) Equal treatment of hiring and promotion
 - iii) Respect for individuals in supervisory and training programs.
 - iv) Fairness in the assignment of sales territories.
- g) What is sales forecasting? [2]
- h) Define selling and marketing. [2]

Q2) Solve any two:

- a) What is personal selling? Explain the objectives of personal selling. [5]
- b) Define franchisee. state its advantages and disadvantages. [5]
- c) State the difference between vertical marketing system and horizontal marketing system? [5]

Q3) Solve any one.

- a) Define sales organization, state objectives and structure of sales organization. [10]
- b) What is E-Tailing, state advantages and disadvantages of E-tailing. [10]

Q4) a) What is whole saling. State the functions of whole saling. [10]

OR

- b) Defines sales force. what are the motivational factors of sales force.[10]

Q5) a) Define distribution management. State the need and scope of distribution channels [10]

OR

- b) Define logistics management. State the scope and components of logistics management [10]



Total No. of Questions : 5]

SEAT No. :

PA-3661

[Total No. of Pages :4

[5946]-311

S.Y. M.B.A.

304-SC-FIN-03 : ADVANCED FINANCIAL MANAGEMENT

(2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carry equal marks.*
- 3) *use of simple calculator is allowed.*
- 4) *Working notes should form your part of answer.*

Q1) Answer any five questions.

[10]

- a) Define 'Venture Capital'.
- b) Define 'optimum capital structure.
- c) What is the prime assumption of the net operating income approach?
- d) Explain the term 'capital rationing'.
- e) What is meant by scenario analysis?
- f) What is meant by holding cash for transaction motive?
- g) What is meant by treasury Bills?
- h) What is meant by stability of Dividends?

Q2) Write short notes on any two of the following:

[10]

- a) Sensitivity Analysis.
- b) Miller and Orr Model for Cash Management.
- c) Dividend Decision and Value of a Firm.

P.T.O.

Q3) a) From the following balance sheets as on 31st March 2021 and 31st March 2022 of Prakash Ltd. you are required to prepare funds flow statement. **[10]**

Liabilities	31-3-2021 (Rs.)	31-3-2022 (Rs.)	Assets	31-3-2021 (Rs.)	31-3-2022 (Rs.)
Equity capital	4,50,000	5,00,000	Land & Building	3,00,000	2,60,000
General Reserve	40,000	70,000	Plant	95,000	2,00,000
Profit and Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	97,000	1,39,000
Creditors	55,000	83,000	Cash in hand	15,000	10,000
Bills payable	25,000	16,000	Cash at bank	15,000	8,000
Provision for Taxation	40,000	50,000			
	6,82,000	8,17,000		6,82,000	8,17,000

Following additional information is provided.

- Depreciation has been charged on land and building Rs. 40,000 and on plant Rs. 10,000.
- Dividend of 2020-21 was paid fully during the year 2021-22.
- Income tax paid during the year 2021-22 is Rs. 35,000.

OR

- From the following summary cash account of XYZ Ltd. prepare the cash flow statement for the year ended 31st March 2022 using the direct method. **[10]**

Summary Cash Account for the ended 31-03-2022.

Balance on 01-04-2021	5,000	Payment of suppliers	2,00,000
Issue of equity shares	30,000	Purchase of fixed assets	20,000
Receipts from customers	2,80,000	Overhead expense	20,000
Sale of fixed assets	10,000	Wages and salaries	10,000

Issue of debentures	20,000	Taxation	25,000
		Dividend	5,000
		Interest on debentures	1,000
		Repayment of bank loan	30,000
		Balance on 31-03-2022	34,000
	3,45,000		3,45,000

Q4) a) ABC Ltd. had a capital structure of Rs. 5 Lakhs consisting of equity shares of Rs.10/- each. The company was into the business of manufacturing stationery. The company is thinking of starting a new product line. For this it is going to need Rs. 10 Lakhs more. The EBIT of the company is Rs. 8 Lakhs and income tax rate is 50% compute EPS under each of the following alternatives .

- i) To raise the entire amount of additional funds by floating equity shares of Rs. 10 each.
- ii) To raise 50% of the amount by way of equity share capital of Rs. 10 per share and 50% by way of debt carrying interest of 10%
- iii) To raise the entire amount by way of debt carrying interest of 10%.**[10]**

OR

b) Vasundhara Ltd. earned a profit of Rs. 45,00,000 before providing for interest and tax. The capital structure of the company is as follows: **[10]**

- i) 10,00,000 Equity Shares of Rs. 10 each and its market capitalization rate is 15%.
- ii) The company has 30,000 debentures of Rs. 200 each carrying 12% interest rate.

Calculate the value of the company under 'Net income Approach'. Also compute the overall cost of capital of the company.

Q5) a) Genius sports Co. Dealing in sports equipment, have an annual sales of Rs. 55 Lakh and are currently extending 30 days credit to the dealers. Management of the firm felt that sales can pickup considerably if the firm changes its credit policy. Hence, the management of the firm is considering various alternatives to change the credit policy. Following are icy as follows:

The average collection period now is 30 days.

Costs : Variable costs 80% of the sales.

Bad-debts-0.5%.

Fixed cost-Rs. 5,00,000 per annum.

Required rate of return–20%

Credit Policy	Average collection	Bad-debts % to sales	Annual Sales Rs.
A	45 days	0.75%	62 Lakh
B	60 days	1.00%	65 Lakh

Determine which policy firm should adopt? **[10]**

OR

b) The following information is available in respect of a firm:

Capitalisation Rate (K_e) = 10%

Earning per Share (E) = Rs.10

Compute the market price of a shares as per walter's model.

Assume rate of return on investments (r) : 15%

Options of adopting a Dividend payout Ratio:

i) 25%

ii) 50%

iii) 75%

[10]



Total No. of Questions : 5]

SEAT No. :

PA-3663

[Total No. of Pages : 2

[5946]-312

M.B.A.-II

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) *Figures to the right indicate marks.*
- 3) *Questions are based on all five/5 units.*
- 4) *Every questions has an internal choice.*

Q1) Answer any 5 out of 8 questions given below:

[10]

- a) Define globalisation.
- b) State any two goals of international finance.
- c) Define capital account with reference to BOP.
- d) Define Spot forex transation.
- e) Define bid and offer rate in the forex market.
- f) What is geographical arbitrage?
- g) What is forward contract in the forex market?
- h) State any two ways of tax evasion by MNC?

Q2) Answer any 2 out of 3 questions given below :

[10]

- a) Write a note on current exchange rate arrangements.
- b) Write a note on international credit rating agencies.
- c) Write a note on Eurobonds with an example.

P.T.O.

Q3) Answer any 1 out of 2 questions given below: **[10]**

- a) Explain with the help of an example the forward hedge and money market hedge to deal with transaction exposure.

OR

- b) Explain any four strategies used by corporations to manage the tax issues.

Q4) Answer any 1 out of 2 questions given below: **[10]**

- a) Discuss the process of money laundering.

OR

- b) Explain the ways of optimizing cash inflows in international cash management by corporate.

Q5) Answer any 1 out of 2 questions given below: **[10]**

- a) Elaborate the role of main participants of the global financial system.

OR

- b) Discuss interest rate parity with an example.



Total No. of Questions : 5]

SEAT No. :

PA-3667

[Total No. of Pages : 2

[5946]-313

M.B.A.-II

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 are carry equal marks.*

Q1) Solve any five. [10]

- a) Enumerate the functions of SHRM. [2]
- b) Define the term of SHRM. [2]
- c) List any two objectives of SHRM [2]
- d) Define the term of Human capital management. [2]
- e) List any four functions of HRM. [2]
- f) Enumerate any four strategies of employees engagement. [2]
- g) Define the term of job analysis. [2]
- h) Enumerate any four talent management strategies. [2]

Q2) Solve any two. [10]

- a) Differentiate between traditional HRM & SHRM. [5]
- b) Define strategic HRM along with its objectives and importance. [5]
- c) Explain succession planning in an organization with respect to its elements and challenges Succession planning. [5]

Q3) Solve any one: [10]

- a) What are competencies? How do competencies differs from skills and development. Discuss.

OR

- b) Describe the strategies for improving organization and effectiveness.

P.T.O.

Q4) Solve any one.

[10]

- a) Explain strategies for organizational transformation in detail.

OR

- b) Explain the role of HR Strategy in international context.

Q5) Solve any one:

[10]

- a) How do you converting global presence into global competitive advantage from development of an organisation.

OR

- b) Explain the employee engagement strategies in details.



Total No. of Questions : 5]

SEAT No. :

PA-3671

[Total No. of Pages : 2

[5946]-314

M.B.A.-II

SC-HRM-04 : OPERATION

(2019 Pattern) (Semester-III) (305 HR)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Draw neat labeled diagram wherever necessary.*
- 2) *Figure to the right indicate full mark.*
- 3) *All questions are compulsory.*

Q1) Solve any five [10]

- a) Explain structure of personnel department. [2]
- b) Explain importance of maintenance of personnel files & records. [2]
- c) Define gratuity & explain eligibility minimum service condition for gratuity.
- d) Explain personnel policy & its types [2]
- e) Elaborate theory of notional extension. [2]
- f) What is maximum & minimum bonus. [2]
- g) Explain permanent, partial & total disablement arising out of & in course of employment. [2]
- h) Explain deductions from salaries. [2]

Q2) Solve any two [10]

- a) How the compensation calculation is done in case of death & disability. [5]
- b) How the gratuity is calculated in case of retirement & resignation. [5]
- c) Explain reinstatement in service. [5]

P.T.O.

Q3) Solve any one: [10]

- a) Explain all the 6 benefits under the employee's state insurance act 1948.

OR

- b) Explain Bonus, applicability, eligibility set on & set-off & disqualification of bonus under the payment of Bonus Act 1965.

Q4) Solve any one: [10]

- a) Explain Human resource administration. State its objectives & nature & scope.

OR

- b) Define personnel policy. Explain the importance and process of drafting personnel policy.

Q5) Solve any one: [10]

- a) Calculate gratuity total No. of years of service=15 years.

Basic + D.A. = Rs. 35,000/pm.

OR

- b) Calculate minimum & maximum bonus Basic+D.A.=Rs.30,000/- p.a.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages :2

PA-3672

[5946]-315

M.B.A.-II

**304 OSCM-SC-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 question carry equal marks.*

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

- a) Define importance of customer retention in service industries.
- b) Define service requirement in service design.
- c) What do you mean by LOS?
- d) State any two features of vision.
- e) State SERVQUAL.
- f) List any 2 benefits of out sourcing services.
- g) What is service design.
- h) List the elements of service design triangle.

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

- a) Describe 4 p's of service design.
- b) Give the importance of relationship marketing.
- c) Discuss the features of the servicevision.

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

- a) Discuss the competitive role of information in service in detail.
- b) Explain the gap model for measuring service quality.

P.T.O.

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

- a) Explain Comprehensive and integrated service design in detail.
- b) Elaborate Engel, Kollat and Blackwel (EKB) Model and explain its steps for white goods products.

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

- a) Design customer retention process with suitable example.
- b) How to design service strategy? Also briefly explain service marketing mix.



Total No. of Questions : 5]

SEAT No. :

PA-3674

[5946]- 316

[Total No. of Pages : 2

M.B.A. - II

305 -OSCM-SC-04 : LOGISTICS MANAGEMENT

(2019 Pattern) (Semester - III)

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 full marks.*

Q1) Solve any five:

- a) Define Logistics Management. [2]
- b) Name any two significance of Logistics Management. [2]
- c) Define Inventory carrying cost. [2]
- d) Name any two benefits of warehousing. [2]
- e) Enlist the modes of transport. [2]
- f) Define the ordering cost. [2]

Q2) Solve any two:

- a) Explain the role of Satellite System & Satellite Navigation in Logistics.[5]
- b) Describe the cross docking concept. [5]
- c) Describe the Distribution Logistics. [5]

Q3) Solve any one:

- a) Illustrate information structure & communication infrastructure. [10]
- b) Illustrate the significance of Transportation & the development in transportation. [10]

P.T.O.

Q4) Solve any one:

- a) Explain the Sea Freight Transport & inland Waterway Transport. [10]
- b) Explain the role of IT in the Fields of Inventory & Warehousing. [10]

Q5) Solve any one:

- a) Discuss the growing adoption of Logistics Service Providers among different manufacturing company with example. [10]
- b) Discuss the importance of determinants of the Logistical service level on food products with example. [10]



Total No. of Questions : 5]

SEAT No. :

PA-3678

[5946]- 317

[Total No. of Pages : 2

S.Y.M.B.A.

304 - BA-SC-BA-03 : ADVANCED STATISTICAL METHODS

USING R

(2019 CBCS Pattern) (Semester - III)

Time : 2½ hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Make appropriate assumptions wherever required.*

Q1) Answer the following questions (Any Five)

[10]

- a) Enlist basic statistical functions in R.
- b) What is difference between parametric and non parametric tests?
- c) Define predictive analytics?
- d) Explain pbinom () function in R.
- e) How do you interpret p value in hypothesis testing?
- f) Write a function to get a list of all the packages installed in R.
- g) Write a function to obtain the transpose of a matrix in R?
- h) What is the purpose of regression analysis in R?

Q2) Answer the following questions (Any Two)

[10]

- a) Explain T-test of hypothesis testing in R. Write syntax and explain in detail.
- b) Define probability. Explain any two functions of probability distribution.
- c) What is linear regression? What do you mean by dependent and independent variables? What is difference between linear & multiple regression?

P.T.O.

Q3) Answer the following question (Any one).

[10]

- a) Examine ANOVA in R? State the assumptions and explain one way ANOVA in detail. Also state benefits of ANOVA.
- b) What do you mean by dimension reduction? Explain linear discrimination analysis (LDA) with syntax. Also explain application of LDA in marketing domain.

Q4) Answer the following question (Any One)

[10]

- a) Describe descriptive analytics in R. Explain any three functions of descriptive analytics in R.
- b) What is logistics regression in R? Assume suitable data and explain how do you interpret regression coefficients in R?

Q5) Answer the following questions (Any One)

[10]

- a) Revise the concept of Time series analysis. Explain how time series analysis is used for business forecasting?
- b) Write short Notes (Any one)
 - i) F Test in R
 - ii) Bayes Theorem
 - iii) Correlation analysis



Total No. of Questions : 5]

SEAT No. :

PA-3686

[5946]- 318

[Total No. of Pages : 2

M.B.A. - II (Business Analytics)

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

(2019 Pattern) (Semester - III) (305 BA)

Time : 2½ hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Draw neat labeled diagram wherever necessary.*
- 2) *Figures to the right side indicate full marks.*
- 3) *Assume suitable data if necessary.*
- 4) *All questions are compulsory.*

Q1) Solve any five

- a) Write a code in Python to display message “Hello World” [2]
- b) Why there is need of machine learning? [2]
- c) List basic operators used in Python. [2]
- d) State any 2 differences between Lists and Tuples. [2]
- e) What do you understand by function overloading in python? [2]
- f) Define the term ‘Cognitive Intelligence’. [2]
- g) Identify the steps of KDD framework of machine Learning. [2]
- h) Explain the term ‘Data Cleaning & Preparation’ while working with Data in Python. [2]

Q2) Solve Any two.

- a) How to read and write files with open statement? Explain with example.[5]
- b) Explain anyone Supervised Learning algorithm. [5]
- c) Describe SEMMA process model of machine learning. [5]

P.T.O.

Q3) Solve any one

- a) Explain Supervised Learning technique using K-Nearest Neighbour method. **[10]**

- b) State and explain applications of supervised learning in any one domain which you know. **[10]**

Q4) Solve any one

- a) Elaborate the applications of unsupervised learning in marketing domain. **[10]**

- b) Distinguish between decision trees & linear regression technique with suitable example. **[10]**

Q5) Solve any one

- a) Write a Python code for calculating factorial of a given number. **[10]**

- b) How machine learning techniques will be useful for fraud analysis for credit card. Explain. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-3688

[5946]- 319

[Total No. of Pages : 2

M.B.A. - II

SC-RABM-01 : AGRICULTURE AND INDIAN ECONOMY

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

Time : 2½Hours]

[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) Explain cropping pattern in India and the factors determining the cropping pattern. **[10]**

OR

Explain 'Green Revolution'. Describe the crop pattern in India since 1951.

Q2) What steps have helped India to become self-sufficient in food grains production. **[10]**

OR

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

Q3) Explain the importance of irrigation. Explain soil conservation and reclamation. **[10]**

OR

Explain the benefits of multi-purpose river valley projects in India.

P.T.O.

Q4) What are the objectives of land reforms introduced by the government of India after Independence? **[10]**

OR

Explain the problems of subdivision and fragmentation of holdings. What are the measure to tackle this problem?

Q5) Discuss the present situation of agricultural labour in India. **[10]**

OR

Write short note on (any two)

- a) National Commissions on Rural Labour (NCRL)
- b) Agricultural Labour and Minimum Wages
- c) Abolition of Bonded labour



Total No. of Questions :5]

SEAT No. :

PA-3689

[Total No. of Pages : 3

[5946]-322

S.Y.M.B.A.

**304 - SC- PHCM-01 : FUNDAMENTALS OF PHARMA AND
HEALTH CARE 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) Solve any five (2 marks each)

[10]

- a) In Masslow's need Hierarchy, a healthy work environment is an explayle of what type of need?
 - i) Esteem
 - ii) Physiological
 - iii) Social
 - iv) Safety
- b) What is condition of population for 1 PHC in non tribal area in Maharashtra.
 - i) 30000
 - ii) 40000
 - iii) 50000
 - iv) 20000
- c) In AYUSH "A" means.
 - i) Account
 - ii) Accredited
 - iii) Ayurveda
 - iv) Acharya
- d) Govt. of Maharashtra Super Specialty Hospital is at.
 - i) Nashik & Amravati
 - ii) Nagpur & Amravati
 - iii) Nashik & Nagpur
 - iv) Nagpur & Mumbai
- e) PHC stands for.
 - i) Primary health centre
 - ii) Primary Home Centre
 - iii) Pri Health Check up
 - iv) Post health Check up

P.T.O.

Q4) a) Analyze the Marketing mix strategies used by standalone private hospitals in semi urban area. **[10]**

OR

b) Medical tourism is growing in India. Examine the segment of medical tourism market in India. **[10]**

Q5) a) “Shield” preventive health check-up services designed by Suryoday Hospital Now hospital wants to expand their business in Maharashtra. Propose the strategy to expand their business in Maharashtra. **[10]**

OR

b) Pharma Easy is online medical store which provides online ordering and home delivery services. Develop CRM for Pharma easy. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-3693

[5946]- 325

[Total No. of Pages : 2

S.Y.M.B.A.

**305 : THM-SC-01 : FUNDAMENTALS OF HOSPITALITY
MANAGEMENT**

**Specialisation - Tourism & Hospitality Management
(2019 Pattern) (Semester - III) (Revised)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of the below 8:

[10]

- a) Enlist industries related to Tourism.
- b) Describe concept of Management contract.
- c) Recall the types of Tourists.
- d) Enumerate the Travel formalities.
- e) Identify the factors contributing to growth of Tourism Industry.
- f) Define Hotel.
- g) State the characteristics of Tourism.
- h) Quote components of Tourism Infrastructure.

Q2) Attempt any 2 out of 3 (5 marks each)

[10]

- a) Summarise motivators of Tourism.
- b) Compare the Franchisee and management contract ownership structure.
- c) Classify the types of transport.

P.T.O.

Q3) Illustrate the different tourism activities and its relevant examples. [10]

OR

Sketch a flow chart expressing the evolution & growth of Hotels.

Q4) Analyse the major factors affecting hospitality & Tourism Industry. [10]

OR

Classify the major departments of Hotels as observed in star category hotels.

Q5) Assess the role of e-commerce in Hospitality Sector. [10]

OR

Critically analyse the statement “Technology and science are playing a crucial role in catalysing Tourism”.



Total No. of Questions : 5]

SEAT No. :

PA-3704

[5946]- 328

[Total No. of Pages : 2

S.Y.M.B.A.

304-SC-01 : IMPORT EXPORT DOCUMENTATION & PROCEDURE

(2019 Pattern) (Semester - III)

Time : 2½ hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question no. 1 is compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Attempt all questions.

[10]

- 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) Foreign exchange and foreign currencies in India are governed by _____.
(RBI, Banking Regulation Act, FEMA Act, SEBI Act).
- f) The currency used to buy imported good is _____
(Home currency, Seller home currency, buyer home currency, none of these)
- g) All clearing agents provide a both essential and optional service is the statement true or false.
- h) The IEC number is a number with _____ digit.
(6, 3, 10, 9)
- i) Bill of Lading is issued by the _____
(Shipping company, Clearing Agent, Forwarding Agent, Customs officers)
- j) The geographically distributed area of 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 two questions from the following: [10]

- a) I.E.C number.
- b) Pre-shipment Inspection
- c) Bills of Lading
- d) Marine Inspection.

Q3) a) Draw a flow chart of letter of credit Mechanism. [10]

OR

- b) Differentiate between Commercial and Consular invoice.

Q4) a) Explain the role of “Clearing and Forwarding Agents”. [10]

OR

- b) How to obtain Import Export code to enter into cross border trade?

Q5) a) Explain various promotion schemes of export. [10]

OR

- b) Describe any 2 commodity boards in export.



Total No. Of Questions : 5]

SEAT No. :

PA-3714

[Total No. Of Pages : 2

[5946]-401

M.B.A.

**GC-14: Enterprise Performance Management
(2019 Pattern) (Semester-IV) (401)**

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) (2 marks each) : [10]

- a) Define enterprise performance management.
- b) Define responsibility centre.
- c) Give the types of responsibility centres.
- d) Define transfer price.
- e) Give the different methods of transfer pricing.
- f) State performance evaluation parameters for projects.
- g) What is Management Audit?
- h) State performance evaluation parameters for non-profit organizations.

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

- a) Describe the process of Capital Budgeting.
- b) Explain various methods used to evaluate performance of investment centres.
- c) Discuss Malcolm Baldrige Framework with reference to 7 criteria.

P.T.O.

Q3) Answer the following.

[10]

- a) Explain performance evaluation parameters for banks.

OR

- b) Write a brief outline on various KPIs used by E Commerce industry.

Q4) Answer the following.

[10]

- a) Compare and contrast Engineered and Discretionary cost centre?

OR

- b) ABC Company fixes the inter-divisional transfer price for its products on the basis of cost plus return on investment in the division. The budget for the division A for 2021-22 is as under:

- 1) Fixed assets - 2,50,000
- 2) Current assets - 1,50,000
- 3) Debtors - 1,00,000
- 4) Annual fixed cost of division - 4,00,000
- 5) Variable cost per unit of product - 10
- 6) Budgeted volume - 2,00,000 units per year
- 7) Desired ROI - 28%

- i) Determine the transfer price for division A.
- ii) If the volume (units) can be increased by 10%, what will be the impact of transfer prices.

Q5) Answer the following.

[10]

- a) Create a balanced scorecard for an engineering/construction company. Make assumptions for strategic objectives of the company.

OR

- b) Develop a dashboard for measuring and evaluating performance of a retail store. Make necessary assumptions if required.



Total No. of Questions : 5]

SEAT No. :

PA-3716

[Total No. of Pages : 2

[5946]-402

M.B.A.

GC - 15 : INDIAN ETHOS & BUSINESS ETHICS

(2019 Pattern) (Semester - IV) (402)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carry equal marks.*
- 3) *Every question has internal choice.*

Q1) Define any Five:

[5 × 2 = 10]

- a) Indian Ethos.
- b) Business Ethics.
- c) IPR.
- d) CSR.
- e) Work Ethos.
- f) PLUS Model.
- g) Corporate strategy.
- h) Social Media.

Q2) Differentiate any two:

[2 × 5 = 10]

- a) Eastern management v/s Western management.
- b) Deontological theory v/s Teleological theory.
- c) Ethics v/s Ethos

P.T.O.

Q3) a) "Kautilya's Arthashastra is a rich source of wisdom for business leaders".
Explain with suitable examples. **[10]**

OR

b) Enumerate the Laws of Karma and relate the same with the management principles and practices. **[10]**

Q4) a) In current materialistic world, discuss the relevance of value based management and its impact on various stakeholders of the organization. **[10]**

OR

b) Analyse the essence of Business Ethics and highlight various types of Business Ethics. **[10]**

Q5) a) Discuss the five major ethical issues experienced by the managers with relevant examples. **[10]**

OR

b) Discuss the ethical issues in the functional areas of Finance and Human Resource Management. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-3719

[Total No. of Pages : 2

[5946] - 403

M.B.A.

405 : GLOBAL STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - IV) (GE-UL-19)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *All questions contain internal options.*

Q1) Answer any Five out of the following :

[10]

- a) Define globalisation.
- b) List down the advantages of globalisation.
- c) What is competitive advantage?
- d) List down various global entry strategies.
- e) What is a Merger?
- f) List down various models of organising a global organisation.
- g) What is piggybacking?
- h) What is a greenfield investment?

Q2) Answer any Two of the following :

[10]

- a) Distinguish between global and local alliances.
- b) Summarise the key success factors of world class market intelligence.
- c) List down the benefits of localisation and globalisation.

P.T.O.

Q3) a) Examine the issues in global strategy implementation. **[10]**

OR

b) Explain the four criteria of sustainable competitive advantage. **[10]**

Q4) a) Explain with examples the global functional model. **[10]**

OR

b) Compare Joint Ventures and partnering with suitable examples. **[10]**

Q5) a) “Benefits of globalisation include access to larger markets, better allocation of resources, increased business opportunities, improved product quality and consumer benefits - Justify. **[10]**

OR

b) Design a global entry strategy for a company manufacturing FMCG products. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-3723

[Total No. of Pages : 2

[5946]-404

M.B.A.

**406 : TECHNOLOGY COMPETITION & STRATEGY
(GE-UL-20) (2019 Pattern) (Semester - IV)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Each question carries equal marks.*
- 3) *Each question has an internal option.*

Q1) Solve any five out of eight following subquestions :

[10]

- a) List any two components of technology.
- b) What is technology?
- c) State any two areas of Know-How and Know-Why technology.
- d) Enumerate the processes involved in management of technology.
- e) List any two aspects of organizational environment which will affect the technological change.
- f) Identify the characteristics of technology & competitive advantage.
- g) Explain the competitive consequences.
- h) Name the technology intelligence program structure used.

Q2) Solve any two from the following sub questions :

[10]

- a) "A small system failure can cause severe penalties for both the company and its customers". Explain in detail.
- b) What is the Technology Intelligence? Explain the importance of technology intelligence.

P.T.O.

- 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 absolute products.

Q3) a) You have learned that a business unit is managing a major component of the business using Excel Spreadsheets and Access database. What risk does this present, and what would you recommend be done to mitigate these risks? **[10]**

OR

- b) You have been asked to research a new business tool. You have come across two solutions. One is an on-premise solution, the other is cloud-based. Assuming they are functionally equivalent, why would you recommend one over the other? **[10]**

Q4) a) Create a questionnaire by using the concept of product Evaluation Matrix for carrying out the survey of Colgate toothpaste. **[10]**

OR

- b) Create a questionnaire by using the concept of product Evaluation Matrix for carrying out the survey of Tiago Car. **[10]**

Q5) a) Evaluate the performances of any four brands by Patanjali using BCG Matrix (Market-Growth-Market-share Analysis Matrix). **[10]**

OR

- b) Evaluate the performances of any four brands by HUL using BCG Matrix (Market - Growth - Market - Share Analysis Matrix). **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-4185

[5946]- 405

[Total No. of Pages : 2

M.B.A. - II

**407 GE-UL-21 : CYBER LAW
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Assume suitable data if necessary.*
- 2) *Draw neat, labelled diagram wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *All questions are compulsory.*

Q1) Solve any five (2 marks each)

[10]

- a) What is IT Act?
- b) Define Penalties?
- c) What is offence?
- d) What is Tribunal?
- e) What is M-commerce?
- f) What is r-contract?
- g) What is Trademark?
- h) What is Domain name?

Q2) Solve any two (5 marks each)

- a) Explain the crime and provision in India Law?
- b) What is e-filing for taxation in India?
- c) “Objectives for implementating the IT Act 2000 mere well described”. Discuss. What are the Enclussions from the Act.

Q3) Solve any one (10 marks)

- a) What are the essential requirements for the registration of design under the design Act, 2000?
- b) What are the differences between copyright & trademark protection?

P.T.O.

Q4) Solve any one (10 marks)

- a) What is SPDI in cyber law, explain in detail.
- b) State the reasonable practice in data security in international perspective?

Q5) Solve any one (10 marks)

- a) What is cyber crime? Explain cyber law in major countries with examples?
- b) What is electronic signature. State the rules for electronic signature?



Total No. of Questions : 5]

SEAT No. :

PA-3724

[Total No. of Pages : 2

[5946] - 406

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) *Make necessary assumptions wherever required.*
- 3) *All questions carry equal marks.*

Q1) Solve any 5 out of 8 :

[5 × 2 = 10]

- a) Define Carbon Credit.
- b) What does the term Business Ethics mean?
- c) Define the term Corporate Citizenship.
- d) Which are the three principles of CSR?
- e) List out the three dimensions of sustainable development.
- f) Match the following :
 - i) Charity 1) Supporting medical research team in finding cure for Covid-19 virus
 - ii) Philanthropy 2) Providing food and shelter to the poorest that have lost livelihoods because of Covid-19 Virus
 - 3) Paying bonus to the employees during Covid-19

P.T.O.

- g) The Environmental, Economic and Social dimensions of sustainable development are correlated with 3Ps. They are –, – and –.
- h) Define Corporate Governance.

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

- a) Describe the scope of CSR activities under Schedule VII of Companies Act 2013.
- b) Narrate the role of Stakeholders and the importance of Stakeholder engagement in sustainable development.
- c) Describe Triple Bottom Line and Summarise the significance of TBL Reports.

Q3) Solve (a) or (b) : **[10]**

- a) Use various examples to explain and differentiate between Charity and Philanthropy done by various Corporates.

OR

- b) Demonstrate how managing the downside and upside would help an organization to reduce its socio environmental costs and risks.

Q4) Solve (a) or (b) : **[10]**

- a) Categorize the 17 Sustainable Development Goals on the basis of 3Ps of Triple Bottom line and explain with several examples.

OR

- b) Analyze the Gandhian Thought on Sustainable development and narrate its importance and relevance in the contemporary business scenario with appropriate examples.

Q5) Solve (a) or (b) : **[10]**

- a) Appraise Indian Values and Ethics from the point of view of various CSR activities that can be undertaken by corporate houses.

OR

- b) Evaluate Measures taken by Sweden and Denmark in achieving the UN Sustainable development goals.



Total No. of Questions : 5]

SEAT No. :

PA-3725

[Total No. of Pages : 3

[5946]-407

M.B.A.

403 (MKT) : MARKETING 4.0

(2019 Pattern) (Semester - IV) (SC-MKT-05)

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 questions out of the following (2 marks each) : [5 × 2 = 10]

- a) Microsoft originally acquired skype for \$ 8.5 billions back in 2011 as it was difficult to nurture innovation exclusively within their organization to a far extent indicates _____ shift.
 - i) Inclusive to Exclusive
 - ii) Exclusive to Inclusive
 - iii) Exclusive to Vertical
 - iv) Vertical to Inclusive
- b) In the era of Marketing 4.0, the power shift also influences people and the power lies not with individuals but with _____.
 - i) Government
 - ii) Social groups
 - iii) Media
 - iv) Corporate
- c) The “Rs. 1 donated by us to educate children” written at the back of every ‘Classmate’ notebook by ITC Ltd. is an eg. of brand _____.
 - i) Personality
 - ii) Emotionality
 - iii) Morality
 - iv) Intellectuality

P.T.O.

- d) _____ measures how good companies convert people who are aware of them into purchase action.
- i) Purchase Action Ratio
 - ii) Product Action Ratio
 - iii) Purpose Action Ratio
 - iv) Perfect Action Ratio
- e) _____ influence comes from the brand and advertising marketing communication, sales force & customer service staff.
- i) Outer
 - ii) Own
 - iii) Other
 - iv) Astral
- f) _____ who recommend the brand _____: who are neutral _____: who are unlikely to recommend the brand.
- i) Promoters, passives, detractors
 - ii) Detractors, promoters, passives
 - iii) Passives, promoters, detractors
 - iv) Promoters, detractors, passives
- g) YWN stands for _____.
- i) Youth Women Network
 - ii) Youth Women Netizen
 - iii) Young Women Netizen
 - iv) Young Women Network
- h) 'Chotukool' is a portable and mobile cooling system that consumes half the power of traditional refrigerators is a classical example of _____.
- i) Social inclusivity
 - ii) Social exclusivity
 - iii) Social collectivity
 - iv) Social connectivity

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

- a) Compare and contrast 'Negative Advocacy Vs Positive Advocacy'.
- b) Assess the importance of omnichannel marketing.
- c) Research across industries shows show that most customers believe more in the F factors. Enlist & elaborate those Five Fs.

Q3) Answer any one question out of the following : [1 × 10 = 10]

- a) Explain the three types of connectivities as referred in Marketing. 4.0.
- b) "Women are the key to win market share in digital economy". Illustrate the statement.

Q4) Answer any one out of the following : [1 × 10 = 10]

- a) "Hashtag is the new tagline". Appraise this statement in the context of any product/service/brand of your choice.

OR

- b) Elaborate how marketers create brand differentiation based on human touch.

Q5) Develop strategies to create WOW moments with customer engagement as discussed in marketing 4.0 for any one of the following :[1 × 10 = 10]

- a) Travel booking portals/apps like Make My trip/Goibibo.

OR

- b) Music streaming apps like spotify or Gana.



Total No. of Questions : 5]

SEAT No. :

PA-3728

[Total No. of Pages : 2

[5946]-408

S.Y. M.B.A.

404 MKT: MARKETING STRATEGY

(2019 Pattern) (Semester - IV) (SC-MKT-06)

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 labeled diagrams wherever necessary.*
- 4) *Give suitable examples wherever necessary.*

Q1) Solve any Five :

[5 × 2 = 10]

- a) Define Market, Marketing and Concept of exchange.
- b) Describe the concept of marketing myopia.
- c) Elaborate components of marketing strategy.
- d) How does the b2b market differ from b2c.
- e) Define BCG model in Marketing.
- f) Describe marketing audit.
- g) Define marketing plan.

Q2) Solve any Two :

[2 × 5 = 10]

- a) Compare mass marketing with targeted marketing. Give suitable examples.
- b) Discuss different marketing strategies adopted in introduction and growth stages of PLC.
- c) Compare Marketing Management with strategic marketing planning.

P.T.O.

Q3) Solve any one : **[1 × 10 = 10]**

- a) Determine why companies use intermediaries to reach target market?
- b) Identify any two models for setting the price of a new product. Explain them with suitable examples.

Q4) Solve any one : **[1 × 10 = 10]**

- a) Appraise Porter's Five Forces Model and its utility to identify the opportunities and threats for a company.
- b) Design a suitable marketing strategy for leading smart phone company planning to enter into Indian rural market.

Q5) Solve any one : **[1 × 10 = 10]**

- a) Elaborate SWOT Analysis in the context of marketing strategy for a new liquid detergent from herbal research company.
- b) Discuss how marketing strategy can become a competitive advantage? Elaborate it with suitable example.



Total No. of Questions : 5]

SEAT No. :

PA-3729

[Total No. of Pages : 3

[5946]-409

M.B.A.

403 (Fin): FINANCIAL LAWS

(2019 Pattern) (Semester - IV) (3 Credit) (Finance Spl.)

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 :

[5 × 2 = 10]

- a) Which is the maximum period allowed to securitisation company for recovery of reconstructed Financial asset :
 - i) 02 years
 - ii) 03 years
 - iii) 04 years
 - iv) 05 years
- b) What time period is to be given to the borrower as a notice before sale of secured asset :
 - i) 30 days
 - ii) 45 days
 - iii) 60 days
 - iv) 75 days
- c) Financial distress can involve which of the following :
 - i) Asset Restructuring
 - ii) Financial Restructuring
 - iii) Liquidation
 - iv) All of the above

P.T.O.

- d) What is FEMA?
- i) First Exchange Mgt. Act
 - ii) Foreign Exchequer Mgt. Act
 - iii) Foreign Exchange Mgt. Act
 - iv) Foreign Evaluation Mgt. Act
- e) The Responsibility of FEMA administration given to :
- i) RBI
 - ii) Central Govt.
 - iii) State Govt.
 - iv) Banks
- f) In which year, the Actuaries Act was passed by Indian Govt.
- i) 2000
 - ii) 2006
 - iii) 1999
 - iv) 1985
- g) Which of the following is a creditor as per the code?
- i) Secured creditor
 - ii) Unsecured creditor
 - iii) Decree-Holder
 - iv) All of the above

Q2) Solve any Two :

[2 × 5 = 10]

- a) Difference between Insolvency and Bankruptcy.
- b) Write short note on Financial distress.
- c) Note on - Foreign Investment.

Q3) Solve any one : **[1 × 10 = 10]**

- a) Who can make use of the guidelines. And which account will be eligible under the scheme for sustainable structuring of stressed Assets (SGA Scheme).

OR

- b) Is SARFAESI Act applicable to All NBFCs? Which assets will be considered for determining asset size of 100 crores?

Q4) Solve any one : **[1 × 10 = 10]**

- a) Analyse the salient features of doing business in India.

OR

- b) Analyse the Insolvency Resolution and Liquidation process.

Q5) Solve any one : **[1 × 10 = 10]**

- a) Evaluate classification for stipulation of standard terms & Condition under Debt Restructuring (CDR) mechanism.

OR

- b) Enumerate liability of guarantors during the corporate Insolvency Resolution process.



Total No. of Questions : 5]

SEAT No. :

PA-3730

[Total No. of Pages : 2

[5946]-410

S.Y. M.B.A.

**404 FIN : 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.*
- 4) *Use of sample calculator is allowed.*

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

[10]

- a) Define value chain financing.
- b) Define chit funds.
- c) State two functions of small finance banks.
- d) Mention two objectives of self help groups.
- e) What is an alternative delivery channel?
- f) State two functions of payment banks?
- g) Define angel funding.
- h) Define briefly any one type of e-wallets.

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

[10]

- a) Explain the SEBI regulations on startup listing.
- b) Differentiate between micro-credit and micro finance.
- c) Discuss any five functions of NABARD.

Q3) Write any one out of two:

[10]

- a) Develop a plan to deal with the issues faced by microfinance in India.

OR

- b) Discuss the business model of payment banks.

P.T.O.

Q4) Write any one out of 2:

[10]

- a) "A" is an angel investor in seeking an annual return of 25% on the investment of Rs. 2,50,000 in a business. Calculate & analyse the following:
- What is the angel's investment worth after 3 years?
 - If the investors and the entrepreneur have agreed that based on the financial projections the value of the business at the end of 3 years would be Rs. 8,77,500. Calculate the angel investors equity percentage.

OR

- b) How do "Phone Pay" makes money? Analyse it with suitable facts & figures.

- Q5) a)** A company is contemplating to raise additional funds of Rs. 20,00,000 for setting up a project. The company expects EBIT of Rs. 8,00,000 from the project following alternative plans are available:-

- To raise Rs.20,00,000 by way of equity shares of Rs.10 each.
- To raise Rs.10,00,000 by way of equity shares and Rs.10,00,000 by way of debt @ 10%.
- To raise Rs.6,00,000 by way of equity and rest Rs.14,00,000 by way of preference shares @ 14%.
- To raise - Rs.6,00,000 by equity shares; Rs.6,00,000 by debt @ 10%; Rs.8,00,000 by 14% preference shares.

The company is in 60% tax bracket. Which option is best? **[10]**

OR

- b) Victory Ltd. decided to purchase a machine to increase the installed capacity. The company has four machines under consideration. The relevant details including estimated yearly expenditure and sales are given below. All sales are for cash. Corporate tax rate @33.99% (inclusive of surcharge @10%, deduction cess @2% and secondary & higher education cess @1%) **[10]**

Particulars	M ₁	M ₂	M ₃	M ₄
Initial investment (Rs. Lacs)	30.00	30.00	40.00	35.00.
Estimated annual sales (Rs. Lacs)	50.00	40.00	45.00	48.00
Cost of production(estd)(Rs. Lacs)	18.00	14.00	16.70	21.00
Economic life (years)	2	3	3	4
Scrap value (Rs. Lacs)	4.00	2.50	3.00	5.00

Calculate payback period.



Total No. of Questions : 5]

SEAT No. :

PA-3731

[Total No. of Pages : 2

[5946]-411

M.B.A.

**403-HR:SC-HRM05:Organizational Diagnosis & Development.
(2019 Pattern) (Semester-IV)**

Time : 2½Hours]

[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 questions.

[10]

- a) Define the term of double loop learning?
- b) Enumerate any four importance of organizational development.
- c) Define the term organizational diagnosis?
- d) What is meant by gestalt approach.
- e) Define the beckhard's confrontation meeting.
- f) Enlist any two objectives of Grid OD.
- g) Enumerate any four roles & responsibilities of OD consultant.
- h) Enlist any four importance of introducing OD consultant.

Q2) Solve any Two questions.

[10]

- a) Define parallel learning structures. Explain when to use it with suitable examples.
- b) Discuss the term formal group team building meeting.
- c) What are the role and responsibilities of an OD consultant?

P.T.O.

Q3) Solve any One question.

[10]

- a) What are T-Groups and how it will play an important role in the overall development of organization?
- b) Describe the similarities and difference between a normative approach, such as grid organization Development and an organization confrontation meeting.

Q4) Solve any One question.

[10]

- a) Discuss briefly the concept of comprehensive OD interventions?
- b) Write short notes;
 - i) Double Loop learning.
 - ii) Organization mirror and partnering.

Q5) Solve any One question.

[10]

- a) Elaborate the role and responsibilities of an OD consultant with respect to the growth of an organization
- b) Apply porter's five force model to analyse any company of your choice. Present all five forces with suitable examples.



Total No. of Questions : 5]

SEAT No. :

PA-3732

[Total No. of Pages : 2

[5946]-412

M.B.A.

**404 HR: CURRENT TRENDS & CASES IN HUMAN
RESOURCE MANAGEMENT**

(2019 Pattern) (Semester - IV) (SC-HRM-06)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carry 10 marks.*

Q1) Define the terms given below (Any 5) :

[5 × 2 = 10]

- a) Organisational Culture.
- b) Employee Engagement.
- c) Recruitment.
- d) Data Analytics.
- e) Work life balance.
- f) Human Resource Planning.
- g) Artificial Intelligence.
- h) Succession Planning.

Q2) Write short note (Any 2) :

[2 × 5 = 10]

- a) Performance Management System.
- b) Cloud & Mobile enabled HR Solutions.
- c) Managing workforce diversity.

P.T.O.

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

- a) Explain the impact of digital disruption on HR trends.
- b) Explain the role of Occupational, Safety, Health & working condition, 2020 (OSH Code) in assuring safety at workplace.

Q4) Answer any one question : **[10]**

- a) Elaborate the concept of HR analytics. State its importance with the help of an example.
- b) Explain the role of mentors. Also elaborate the need of reinventing the mentorship model.

Q5) Answer any one question : **[10]**

- a) Elaborate the process of work process engineering & the requisites from an organization for an effective work process re-engineerings.
- b) Elaborate the sources of recruitment and selection process of any company.



Total No. of Questions : 5]

SEAT No. :

PA-3735

[Total No. of Pages : 2

[5946]-413

S.Y. M.B.A.

**403 : 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 question 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 a e-distribution?
- b) What are the decision support systems?
- c) Why warehouses help industry in logistics?
- d) Define e-Procurement.
- e) What is the importance of EDI (Electronic data interchange)?
- f) What is the reverse logistics?
- g) What are the basic concepts of supply chain management?
- h) What is EDI (Electronic Data Interchange)?

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

- a) Write a note on e-SCM scorecard and include few critical key performance measures.
- b) Describe the importance of e-Payment in SCM with examples.
- c) Compare and contrast push and pull strategies in supply chain management.

P.T.O.

Q3) Answer (a) or (b) (10 marks) Applying: [10]

a) Write a note on transport and delivery management.

OR

b) What is e-SCM scorecard and where it is used?

Q4) Answer (a) or (b) (10 marks) Analysing: [10]

a) How electronic signature technology has made impact in E-logistics?

OR

b) Explain the data warehouses and data marts with examples.

Q5) Answer (a) or (b) (10 marks) Evaluating: [10]

a) Explain the role of intranets and extranets in e-logistics along with its usage.

OR

b) Write a comparative note on satellite Global Positioning Systems (GPS) and Geographic Information Systems (GIS)



Total No. of Questions : 5]

SEAT No. :

PA-3736

[Total No. of Pages : 2

[5946] - 414

M.B.A.

(SC-OSCM-06) : INDUSTRY 4.0

(404 OSCM) (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 choice.

Q1) Answer any 5 out of 8 questions :

[2 Marks Each]

- a) Write about Mechatronics.
- b) List the development of Networking and digitalization.
- c) Write about various Industrial Revolution.
- d) What are drives for Industry 4.0?
- e) What are enablers for Industry 4.0?
- f) What is Sensing?
- g) List the development of dizitalization in Current Scenario.
- h) List the Impact of Industry 4.0 on society.

Q2) Answer any 2 questions :

[5 Marks Each]

- a) How smart devices and product plays a vital role in the life of Individual?
- b) Describe about uniqueness of the cyber physical system.
- c) Differentiate between Augmented Reality and Virtual Reality.

Q3) a) Illustrate the four types of Analytics in detail with suitable examples.

[10]

OR

- b) Demonstrate the impact of Artificial Intelligence with respect to service based Industry.

[10]

P.T.O.

Q4) a) Analyze the role of Industry 4.0 in Modern Business Environment. [10]

OR

b) Explain the importance of Cyber Crime studies in the Ecosystems of Industry 4.0. [10]

Q5) a) Discuss the opportunities, challenges & future scope of Industry 4.0. [10]

OR

b) Anticipate the resource based view of firm and importance of Data as a new source for organization with suitable examples. [10]



Total No. of Questions : 5]

SEAT No. :

PA-3738

[Total No. of Pages : 2

[5946] - 415

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 diagrams must be drawn wherever necessary.
- 3) Figures to the right indicate full marks.
- 4) Assume suitable data, if necessary.

Q1) Answer any 5 out of 8 :

[2 Marks Each]

- a) Define Gateways.
- b) State system effect in Information Industry.
- c) Define software variety under hardware competition.
- d) Define Software Piracy.
- e) Short note on Software Pricing.
- f) Short note on spectrum allocation.
- g) Define Digital Convergence.
- h) Role of Patent in network industry.

Q2) Answer any 2 out of 3 :

[5 Marks Each]

- a) Explain characteristics of the market of Network Products.
- b) Explain Characteristics of Network industries for cost structure.
- c) Explain licensing and standardization in NI.

Q3) a) Examine the economics of internet advertising.

[10]

OR

- b) Explain the business model of zero pricing.

P.T.O.

Q4) a) Explain media of exchange as network. [10]

OR

b) Examine Pricing Information Goods.

Q5) a) Suggest new technology adoption approach for banking industry. [10]

OR

b) Evaluate the Role of code sharing agreements in Airline Industry.



Total No. of Questions : 5]

SEAT No. :

PA-3739

[Total No. of Pages : 2

[5946]-416

M.B.A.

**404 BA: ARTIFICIAL INTELLIGENCE IN BUSINESS
APPLICATIONS**

(2019 Pattern) (Semester - IV) (SC-BA-06)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Neat diagrams must be drawn wherever necessary.*
- 2) *Assume suitable data, if necessary.*

Q1) Answer any 5 out of 8 :

[2 marks each]

- a) Define Knowledge Based Systems.
- b) Define Reasoning systems for categories.
- c) State Depth-First Search.
- d) Define Clustering.
- e) Define Syntactic Analysis (Parsing).
- f) Explain Boltzmann Machine.
- g) What is machine learning?
- h) Define Artificial Neural Networks.

Q2) Answer any 2 out of 3 :

[5 marks each]

- a) What is the common way to represent and parse Grammars for natural language processing?
- b) Define Hopfield Network. Explain conditional Independence relation in Hopfield Network with example.
- c) Give the Semantic representation of “John Loves Marry”.

P.T.O.

Q3) Answer 3(a) or 3(b) :

- a) Define the terms chromosome, fitness function, crossover and mutation as used in Genetic algorithms. Explain how Genetic algorithms works. **[10]**

OR

- b) Explain back propagation algorithm for neural nets. **[10]**

Q4) Answer 4(a) or 4(b) :

- a) How searching is used to provide solutions and also describe some real world problems. **[10]**

OR

- b) What factors justify whether the reasoning is to be done in forward or backward reasoning? **[10]**

Q5) Answer 5(a) or 5(b) :

- a) Explain with an example learning in Decision Trees. **[10]**

OR

- b) Explain in detail learning from observation and explanation based learning. **[10]**



Total No. of Questions : 5]

SEAT No. :

PA-3741

[Total No. of Pages : 2

[5946] - 417

M.B.A.

**(SC-RABM-02) : ICT for Agriculture Management
(2019 Pattern) (Semester - IV) (404 RABM)**

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 :

[2 Marks Each]

- a) ICT includes the following
 - i) Internet
 - ii) Wireless networks
 - iii) Cellphones
 - iv) All of the above
- b) Online teaching facilities will bring about widespread _____ in rural areas.
 - i) Illiteracy
 - ii) Literacy
 - iii) Educated
 - iv) None
- c) Terminology stands for
 - i) NEFT
 - ii) HTML
- d) What is financial inclusion?
- e) What is CRC?
- f) Define Crop Insurance.
- g) Explain micro credit in Agri.
- h) What is leapfrogging?

P.T.O.

Q2) Comment on Any Two :

[5 Marks Each]

- a) Holistic trading services - support system for trading.
- b) Long term productivity information services.
- c) Advantages and Apportunities for ICT information services.

Q3) a) What is Geospatial Technology? Identify the Geospatial technologies used in precision forming. [10]

OR

- b) Now a day's it is necessary to go for micro planning of resources in farming. Identify the different applications of GIS for micro planning of agricultural resources. [10]

Q4) a) Every sector is now changed their operation through using ICT. Analyze impact of ICT on Banking in Rural area. [10]

OR

- b) For effective farming land & water management is become important task. Analyze the GIS and its application in land & water management. [10]

Q5) a) Analyse the issues and challenges for ICT financial inclusion services. Develop solution to solve this issues and problem. [10]

OR

- b) Analyse the issues and challenges for market access ICT services. As a agri business management student design solution to overcome the different challenges. [10]



Total No. of Questions : 5]

SEAT No. :

PA-3743

[Total No. of Pages : 2

[5946] - 420

M.B.A.

(SC-PHCM-02) : Pharma & Healthcare Regulatory Environment in India

(Minor Specialization - Major Course)

(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 Five out of Eight :

[10]

- a) Define “Spurious drugs”.
- b) Enlist All Regulatory bodies for Pharmaceutical Industry in India.
- c) Define Narcotic drugs & Psychotropic Substance Act.
- d) Enlist attributes of trade secrets.
- e) When Pharmacy Act - 1948 did come into force
 - i) 4th April 1949.
 - ii) 4th March 1948.
 - iii) 2nd May 1949.
 - iv) 23rd April 1948.
- f) Enlist steps of Environmental Scanning.
- g) Explain the term “Neutraceuticals”.
- h) Define Design as a process of Hospital Commissioning.

P.T.O.

Q2) Answer any Two out of Three : [10]

- a) Explain International Marketing Environment in Pharma.
- b) Interpret the statement - “Globalization leads to flow & exchange of APIs across the Globe.
- c) Summarize the essentials of Void Contract.

Q3) Answer any One out of Two : [10]

- a) Identify the various environment factors affecting Pharma & Healthcare sector in India.

OR

- b) Mr. XYZ wants to establish a multispeciality hospital in Nagpur. List out various laws governing the Commissioning of the hospital. Elaborate the act with reference to incorporation of hospital as a company.

Q4) Answer any One out of Two : [10]

- a) Analyse the current pharma Healthcare Market Scenario in Indian Context.

OR

- b) Examine the Role of Pharmacy Council of India in Making the Pharmacy Professional more strengthen for upliftment of nation.

Q5) Answer any One out of Two : [10]

- a) Discuss the Law’s related to Narcotics Drugs in India.

OR

- b) Create a step by step plan to Avoid Malpractices in Pharma & Healthcare industry.



Total No. Of Questions : 5]

SEAT No. :

PA-3744

[Total No. Of Pages : 2

[5946]-423

M.B.A.

SC-THM-02: Tourism & Travel Management.

(2019 Pattern) (Semester-IV) (404THM)

Time : 2½Hours]

[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) a) Define tourism with a suitable example. Does geographical components effects on tourism industry? Explain with two suitable examples. [10]

OR

b) What do you mean by adventure tourism and define the role and functions of internal agencies in adventure tourism.

Q2) a) Elaborate the functions of travel agency. And define the aspects of setting up a full-fledged travel agency. [10]

OR

b) Explain the corelation between travel and health insurance. Should Indian govt. Make insurance mendatory while some one on travel?

Q3) a) Analyze the tour packaging & casting. What are the types of tour packages. Also define the components of 'package tour'. [10]

OR

b) Define the components of tour casting. Preparation of cost sheet related to your plan.... what would be your preparation.

P.T.O.

Q4) a) Visiting friends and relative; is it a tourism.. explain. What are the travel motivation factors in tourism industry. **[10]**

OR

b) Write short notes on following two.

- i) Sports tourism
- ii) Religious tourism
- iii) Business tourism
- iv) Medical tourism.

Q5) a) What are the new trends in eco tourism? Also differentiate between mass tourism and ecotourism. **[10]**

OR

b) Define the typology of eco tourists, along with eco tourism activities & impacts.



Total No. of Questions : 5]

SEAT No. :

PA-3747

[Total No. of Pages : 3

[5946] - 426

M.B.A.

**SC-IB-02 : Global Trade and Logistics Management
(2019 Pattern) (Semester - IV) (404IB)**

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 :

[2 Marks Each]

- a) What is full form of CHA?
- b) Which of the following theories suggests that firms seek to penetrate new markets over time?
 - i) Imperfect market theory
 - ii) Product cycle theory
 - iii) Theory of Comparative Advantage
 - iv) None of the above
- c) Market in which currencies buy and sell and their prices settle on is called the
 - i) International bond market
 - ii) International capital market
 - iii) Foreign exchange market
 - iv) Euro currency market

P.T.O.

- d) Explain barter system practiced among various tribal communities in the word.
- e) What are the freight types?
- f) Define and explain exworks.
- g) Define and explain FOB.
- h) Define and explain FCA.

Q2) Solve Any Two :

[5 Marks Each]

- a) Define and explain INCOTERM.
- b) Explain Third Party Logistics.
- c) Explain Comparative Cost advantage theory.

Q3) Solve Any One :

[10 Marks Each]

- a) Explain Global Trade and it's significance.
- b) Explain types of warehouse used for import & export of goods.

Q4) Solve Any One :

[10 Marks Each]

- a) Explain different modes of operation of shipping.
- b) Explain port operations in detail.

Q5) Solve Any One :

[10 Marks Each]

- a) Mr. Pranav is a tin manufacturer in India.

Mr. Jack of England sells goods to M/S Frank.

Corporation in North America & Mr. Williams of USA buys various goods from Brazil.

- i) Who is importer?
- ii) Who is manufacturer?
- iii) Who is exporter?

also explain answers of all above questions.

- b) Anurag is selling goods to Japan. Kavita is buying goods from USA where as Ganesh is buying raw materials from South Africa & after processing its sells finished goods to Malaysia.

- i) Who is exporter?
- ii) Who is importer?
- iii) What is Enterpot Trade?

also explain answers of all above questions.

