

Total No. of Questions : 5]

SEAT No. :

P-3829

[Total No. of Pages : 6

**[6025]-1001**  
**M.B.A.**  
**MANAGEMENT**  
**101(GC-01): MANAGERIAL ACCOUNTING**  
**(2021 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** Solve any Five :

**[5 × 2 = 10]**

- a) What is Journal?
- b) What is Current Assets?
- c) Write any two advantages of Cost Accounting?
- d) What is Contribution?
- e) What is Prime cost?
- f) What is Standard costing?
- g) Write any two objectives of Financial Statement.
- h) List any four Accounting Concepts.

**Q2)** Solve any Two :

**[2 × 5 = 10]**

- a) Explain the different forms of Business Organisation.
- b) What is Cost Accounting? Explain the objectives of Cost Accounting.
- c) Explain the advantages of Budgetary control in an organisation.

*P.T.O.*

Q3) Solve any one :

[10]

- a) From the following Trial Balance extracted from the books of Shri Milind as on 31<sup>st</sup> March 2023 prepare his Final accounts as on 31-03-2023 after taking into consideration the adjustments given below the Trial Balance.

Particulars	Dr. Rs.	Cr. Rs.
Sundry Creditors		46,000
Rent	1,200	
Cash at Bank	3,000	
Cash in hand	1,400	
Stock on 1-4-2022	16,000	
Bad debts	1,000	
Discounts	400	1,000
Purchase & Sales	1,10,000	1,68,000
Carriage on sales	3,600	
Plant & Machinery	20,000	
Sales Returns	8,000	
Purchase Returns		4,000
Carriage on purchases	1,000	
Furniture & Fixtures	12,000	
Insurance & Office expenses	3,000	
Salaries	6,000	
Bills Receivable	12,000	
Drawings	12,000	
Wages	12,000	
Provision for Bad debts		2,000
Capital		50,000
Sundry Debtors	40,000	
Commission	8,400	
	2,71,000	2,71,000

Adjustments :

- i) Depreciate Plant & Machinery at 10% and Furniture and Fixtures at 5%.
- ii) Insurance prepaid Rs. 200.

- iii) Outstanding salary Rs. 1,000 and outstanding Rent Rs. 200.
- iv) Maintain R.D.D at 6% on Debtors.
- v) Closing Stock Rs. 20,000/-.

OR

- b) From the following particulars of Finolex Co. prepare a Cost sheet showing i) Prime cost ii) Factory cost iii) Total cost of production and iv) Cost of sales for the period ended 30-3-2023.

Particulars	Rs.
Raw material consumed	25,000
Wages paid to workers	10,000
Direct expenses	1,250
Consumable stores	250
Supervisor's wages	1,000
Wages paid to shop floor helper	300
Electric power (Fatory)	400
Electric power (Office)	250
Rent (Factory)	2,500
Rent (Office)	1,000
Repairs and Renewals on :	
Plant and Machinery	2,500
Renovation of office building	500
Depreciation on Plant and Machinery	250
Depreciation on Office building	100
Manager's salary	1,500
Telephone charges	100
Printing and Stationery	200
Postage and Telegram	75
Directors fee	400
Advertisement	400
Travelling Expenses	150
Salary - Salesman	500
Warehouse rent	450
Delivery van expenses	500
	49,575

**Q4)** Solve any one :

**[10]**

a) From the following information relating to Quick Ltd., As a Cost accountant, you are required to analyse :

- i) Contribution
- ii) Break even points in units
- iii) Margin of safety.
- iv) Sales to earn a profit of Rs. 6,000/-

Total Fixed cost	-	Rs. 4,500/-
Total Variable cost	-	Rs. 7,500/-
Total sales	-	Rs. 15,000/-
Units sold	-	5000 units

OR

b) The Reliable Battery Co. furnishes you the following information :

	Year 2022	
	First half	Second half
Sales	Rs. 8,10,000	Rs. 10,26,000
Profit earned	Rs. 21,600	Rs. 64,800

From the above you are required to analyse the following assuming that the fixed cost remains the same in both the periods :

- i) Profit/Volume Ratio
- ii) Fixed cost
- iii) The amount of profit or loss where sales are Rs. 6,48,000.
- iv) The amount of sales required to earn a profit of Rs. 1,08,000.

Q5) Solve any one :

[10]

- a) For production of 10,000 Electrical Automatic Irons the following are budgeted expenses :

	Rs. per unit
Direct Materials	60
Direct Labor	30
Variable Overheads	25
Fixed Overheads (Rs. 1,50,000)	15
Variable expenses (Direct)	5
Selling expenses (10% fixed)	15
Administration expenses (Rs. 50,000 rigid for all levels of production)	5
Distribution expenses (20% fixed)	5
Total cost	<u>160</u>

Prepare a budget for production of 6,000, 7,000 and 8,000 Irons.

OR

- b) Coates India Ltd. manufactures a particular product the standard direct labour cost of Which is ₹120 per unit whose manufacture involves the following :

Grade of workers	Hours	Rate ₹	Amount ₹
A	3,000	2	6,000
B	2,000	3	6,000
	<u>5,000</u>		<u>12,000</u>

During a period, 100 units of the product were produced, the actual Labour cost of which was as follows :

Grade of workers	Hours	Rate (₹)	Amount (₹)
A	3,200	1.50	4,800
B	1,900	4.00	7,600
	<u>5,100</u>		<u>12,400</u>

Evaluate :

- i) Labour Cost Variance
- ii) Labour Rate Variance
- iii) Labour Efficiency Variance
- iv) Labour Mix Variance



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SEAT No. :

**P3830**

**[6025]-1002**

[Total No. of Pages : 2

**F.Y.M.B.A. (Project Management)**  
**102 - GC - 02 : ORGANIZATIONAL BEHAVIOUR**  
**(2021 Pattern) (Semester - I)**

*Time: 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates total marks.*
- 3) *All questions carry equal marks.*

**Q1)** Answer any five of the questions (2 marks each):

**[10]**

- a) Draw the SOBC model.
- b) Define the stereotyping concept.
- c) State the benefits of Group dynamics.
- d) What is Machiavellianism.
- e) Give two examples of positive reinforcement.
- f) State the difference between values and Emotions.
- g) What is Transactional Analysis.
- h) Draw the four quadrants of Johari window.

**Q2)** Answer any 2 of the questions (5 marks each):

**[10]**

- a) Do managers with Type 'A' personality make better managers? Why or why not?
- b) Explain the process of perception?
- c) Explain the five stage model of group development

**Q3)** Answer (a) or (b)

**[10]**

- a) According to managerial Grid of leadership, which style is likely to be most effective for leading a strongly motivated group of C - Commerce specialist?

OR

- b) Inter how vroom's expectancy theory explains which variables influence an individual's level of motivation.

**P.T.O.**

**Q4) Answer (a) or (b).**

**[10]**

- a) Change does not occur in vacuum. There are a number of factors operating both within and outside the organization which cause the change to take place. Discuss the relevance of this statement in the light of forces impacting the change.

OR

- b) What is a balanced personality according to Transactional Analysis (TA). Examine characteristics of Adult ego state and discuss why it should be more than parent ego state.

**Q5) Answer (a) or (b).**

**[10]**

- a) As a CEO of an Organization, recommend the strategies to manage the cross cultural diversity.

OR

- b) Individuals vary in the way that they handle conflicts. There are five common styles of handling conflicts. These styles can be mapped onto a grid that shows the varying degree of co-operation and assertiveness each style entails. Thus, evaluate any two of these styles and identify the situations in which it will be suitable to apply.





Total No. of Questions : 5]

SEAT No. :

P-3831

[Total No. of Pages : 2

[6025]-1003

M.B.A. - I

**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) *All questions carry equal marks.*
- 3) *Neat diagrams must be drawn wherever necessary.*

**Q1)** Solve any five :

- a) List any 4 scope of Managerial Economics. [2]
- b) Define Utility and Marginal Utility. [2]
- c) What is consumer surplus? [2]
- d) State any 2 exceptions to law of demand. [2]
- e) Explain Economies of Scale. [2]
- f) Define elasticity of supply. [2]
- g) Explain statistical method of demand fore casting. [2]
- h) What is consumption function? [2]

**Q2)** Solve any two :

- a) What is Accounting Costs & Economic Costs. [5]
- b) List the main features of Long Run Average Cost Curve. [5]
- c) List the tools of Government Intervention in the market. [5]

**P.T.O.**

**Q3) Solve any one :**

- a) State elasticity of demand? Explain price elasticity of demand with suitable graphs. **[10]**

OR

- b) Explain production function & variable proportion with the help of schedule and diagram.

**Q4) Solve any one :**

- a) What are the factors which determine the level and position of the consumption function? **[10]**

OR

- b) State the law of demand. Explain it with a graph. Are there any exceptions to this law?

**Q5) Solve any one :**

- a) Explain briefly profit maximisation model of the firm with suitable graph? **[10]**

OR

- b) Explain the stages of Business cycle in detail.



Total No. of Questions : 5]

SEAT No. :

**P3832**

[Total No. of Pages : 2

[6025]-1004

**First Year M.B.A. (Project Management)**

**104 - GC - 04 : BUSINESS RESEARCH METHODS**

**(2021 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions has internal options.*
- 2) *All question carries 10 marks.*
- 3) *Justify your answer with appropriate example (wherever needed).*

**Q1) Answer any Five question:**

**[5×2=10]**

- a) Define Sampling error.
- b) Give two example of null hypothesis.
- c) State any two objective of research.
- d) Define bivariate analysis.
- e) List types of probability sampling.
- f) Write the measures used to calculate central tendency.
- g) Define population in research.
- h) What do you mean by “Copyright” in research.

**Q2) Answer any two question:**

**[2×5=10]**

- a) Differentiate between Qualitative & Quantitative research.
- b) Explain the characteristics of scientific research.
- c) Design Pie Chart for the data given below:

Country	Production
India	63
Australia	64
Japan	45
China	70
Russia	45

**P.T.O.**

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

- a) Describe the steps involved in research process.
- b) Draft a sampling design with proper justification for the below:
  - i) A survey to estimate potential buyers of philips Ait Fryer in Maharashtra.
  - ii) A study to estimate the satisfaction level of its clients in a manufacturing company.

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

- a) Explain the below scaling techniques with example.
  - i) Likert scale
  - ii) Semantic differential scale
  - iii) Constant Sum Scale
  - iv) Graphic rating scale
- b) Prepare a questionnaire to collect the feedback of students about the certification courses provided by the college.

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

- a) A company faced with the problem of increasing rate of workforce turnover, wants to conduct a research. Draft a research proposal for the above problem.
- b) A principal of certain school claims that the students of his school are having above average intelligence. A random sample of 30 students IQ scores have a mean score of 112. The mean population IQ score is 100 with standard deviation of 15.

Note: Calculate value = 3.558

Critical value at 5% level of significance = 1.645

Use proper steps of hypothesis testing & interpret the conclusion.



Total No. of Questions : 5]

SEAT No. :

**P-3833**

[Total No. of Pages : 2

**[6025]-1005**

**M.B.A. (Project Management / Digital Marketing / Services Management / Fintech Management)**

**105 : GC-05 : 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 (2 Marks Each, 10 Marks) :**

- a) Define Customer Satisfaction and Customer Delight.
- b) Define any 4 buying roles.
- c) Explain Need, Want, Demand and Customer Value.
- d) Define Niche Marketing with example.
- e) List down two targeting strategies with example.
- f) What are the Stages of PLC?
- g) Write down and explain any two extended Ps of marketing.
- h) Describe components of Promotion Mix.

**Q2) Answer Any Two (5 Marks Each, 10 Marks) :**

- a) What is Mass marketing and Local Marketing with appropriate example?
- b) Explain the buying roles with appropriate example.
- c) Describe Marketing Myopia with respect to Fashionable Eye ware sector.

***P.T.O.***

**Q3) Answer Any One :**

**[10]**

- a) Colgate toothpaste has introduced a new Ayurveda variant in the Indian Market. Identify the various bases of segmentation that used by the company. Explain each base with proper explanation.

OR

- b) Explain components of Macro and micro environment with respect to company offering a packaged drinking water.

**Q4) Answer Any One :**

**[10]**

- a) Explain each stage of a consumer's refrigerator buying behavior process, citing suitable sources wherever applicable.

OR

- b) What exactly do you mean when you say "post purchase behavior," "moment of truth," and "zero moment of truth"? Give suitable example.

**Q5) Answer Any One :**

**[10]**

- a) Develop the marketing mix for anti-dandruff shampoo and oil control soap.

OR

- b) Describe the suitable strategies to be adopted at each stage product life cycle (PLC) for a 2 wheeler of your choice.



Total No. of Questions : 5]

SEAT No. :

**P3834**

[Total No. of Pages : 2

[6025]-1006

**F.Y. M.B.A. (Project Management)**  
**106 - GC - 06 : DIGITAL BUSINESS**  
**(2021 Pattern - CBCS) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Draw neat labelled diagram whenever necessary.*

**Q1)** Solve any Five (2 marks each):

- a) Identify the benefits of E-Commerce to society. [2]
- b) Define Web 2.0 and list its attributes. [2]
- c) List the major benefits of social shopping. [2]
- d) Define e-training and describe how it is done? [2]
- e) Enumerate the emerging E-Commerce platform. [2]
- f) Define digital Economy? List it's three components. [2]
- g) Name the different types of E-Market places. [2]
- h) What is EMR system? Enlist two examples of EMR. [2]

**Q2)** Solve any two (5 marks each):

- a) Describe Social Commerce and write in brief about the different types of Social Commerce. [5]
- b) Describe the concept of smart cars and smart homes. [5]
- c) "Customer Shopping Mechanism are changing with the pace of the digital era". Justify your answer with various e-shopping mechanism, it's elements and examples. [5]

**P.T.O.**

**Q3)** Solve any one (10 marks):

- a) What is digital payment? Explain the implementation of various types of digital payment and uses of digital payment. **[10]**

OR

- b) Apply the concept of e-auction and construct the process of e-auction for antique item's. **[10]**

**Q4)** Solve any one (10 marks):

- a) Explain Electronic Retailing (E-tailing)? Relate the Electronic Retailing in current scenario with examples. **[10]**

OR

- b) Examine different shopping Aids-Reccomendations, Reviews, Ratings for online shopping. **[10]**

**Q5)** Solve any one (10 marks):

- a) What is E-Recruitment? Describe the layout of social recruiting and formulate various benefits. **[10]**

OR

- b) “The Indian OTT Streaming industry is growing rapidly from last two years’. It has a great potential to grow in future”. Support the statement by giving suitable example and describe the benefits and limitations of digital platform's. **[10]**





Total No. of Questions : 5]

SEAT No. :

P-4224

[Total No. of Pages : 2

[6025]-1007A

M.B.A.

**107 : MANAGEMENT FUNDAMENTALS**

**(2021 Pattern) (Semester - I)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All questions carry equal marks Attempt all questions.*
- 2) *Draw diagram & suitable examples wherever necessary.*

**Q1)** Attempt any 5 out of 8 :

**[5 × 2 = 10]**

- a) Describe the term management.
- b) Define Planning.
- c) Any two importance of controlling.
- d) What is SMART Goal.
- e) Define centralization.
- f) List any 4 types of organisation structure.
- g) Mint 2 berg categorize \_\_\_\_\_ Role of managers in \_\_\_\_\_ area's.
  - i) 10, 5
  - ii) 8, 3
  - iii) 10, 3
  - iv) 6, 2
- h) "Span of control" - Why it is important.

**Q2)** Answer any 2 out of 3 :

**[2 × 5 = 10]**

- a) Discuss any 2 approaches of management.
- b) Apprise the role of Intution and Evidence based management in decision making.
- c) "Bench marking of Best practices" is a good practice for any organisation in today business - comment.

**P.T.O.**

**Q3) Answer any one out of two : [1 × 10 = 10]**

- a) Evaluate the changing role of managers in today's organization and also discuss the importance of innovation in his role.

OR

- b) Argue the merits of MBO in an organization also discuss its process in detail.

**Q4) Answer any one out of two : [1 × 10 = 10]**

- a) Evaluate the role of various factors which affects the structural choice of any organization. Also discuss matrix & project organisational structure.

OR

- b) Discuss the decision making process to take effective decisions. As a manager how will you take care of effective communication of decision.

**Q5) Answer any one out of two : [1 × 10 = 10]**

- a) "Controlling is fundamental function that ensures. Work accomplishment according to plan" - Analyze this statement also outline the need of controlling.

OR

- b) Compare and contrast virtual organisation and boundary less organisation. What effect will adaptive organisations will have on its employees.



Total No. of Questions : 5]

SEAT No. :

P-3835

[Total No. of Pages : 2

[6025]-1008

M.B.A.

**108: (GE-UL-02): INDIAN ECONOMY  
(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.*
- 3) *Each question has an internal option.*

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

**[10]**

- a) Which of the following sector contributes the lowest to India's GDP.
  - i) Primary/Agriculture sector
  - ii) Secondary/Industry sector
  - iii) Tertiary/services sector
  - iv) Both secondary & tertiary sector
- b) Define Balance of Payments.
- c) Unfair Trade practices are included in
  - i) FERA
  - ii) FEMA
  - iii) MRTP act
  - iv) Anti laundering act
- d) Globalisation of Indian Economy means
  - i) Increasing external borrowing
  - ii) Larger FDI
  - iii) Import substitution
  - iv) Minimum possible restrictions on economic relations with other countries

*P.T.O.*

- e) Which sector contributes the most to GDP of India?
- f) Which of the following are the Central Co-operative Banks directly associated with?
  - i) Central Government
  - ii) Land development banks
  - iii) State co-operative banks
  - iv) Farmers
- g) Define Inflation.
- h) Which of the statement is correct about Indian Planning Commission?
  - i) Member - do not require any minimum education
  - ii) It is not define in Indian Constitution
  - iii) Do not have defined working duration
  - iv) All of the above

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

- a) Discuss land reforms.
- b) What is NITI AAYOG. What are the various goals of NITI AAYOG.
- c) What do you understand by the term 'Unicorns'.

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

- a) Explain the importance of foreign trade for a developing economy. Write a brief overview on Special Economic Zones (SEZ)
- b) Differentiate between Primary sector & Secondary sector with suitable examples.

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

- a) Discuss the challenges faced by Agricultural sector in India.
- b) Explain the role of small scale industries in Indian Economy.

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

- a) Explain the role of Human resources for Economic development. Also explain the concept of Human development Index.
- b) Write a note on green revolution and agriculture policies of India. Also explain in brief the issues in agriculture sector in India.



Total No. of Questions : 5]

SEAT No. :

**P3836**

[Total No. of Pages : 2

[6025]-1009

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

**GE-UL-03-109 : ENTREPRENEURSHIP DEVELOPMENT**

**(2021 Pattern) (Semester-I)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Answer in legible handwriting.*
- 2) *Use diagrams charts wherever needed.*

**Q1)** Answer any 5 each of 2 marks.

**[10]**

- a) List functions of entrepreneur.
- b) Define Intrapreneur.
- c) Mention players of Eco system.
- d) Name the factors influencing economic growth.
- e) Define DIC & SISL.
- f) Define franchising.
- g) Explain "Make in India" in Short.
- h) Name the 5 forces of Parties 5 force model.

**Q2)** Answer any 2 each of 5 marks.

**[10]**

- a) Explain Innovation theory, with an example.
- b) Explain role of consultancy organizations in promoting entrepreneurs.
- c) Explain attributes & characteristics of successful entrepreneurs.

**Q3)** Answer any 1 each of 10 marks.

**[10]**

- a) Justify the role of parties of Eco-system in supporting entrepreneurs establishment with example.
- b) Elaborate the role of entrepreneur development programs, such as EDM, NIESBUD & NEDB.

**P.T.O.**

**Q4) Answer any 1 each of 10 marks [10]**

- a) Justify” start ups provide employment to 50% of Indian population” with suitable explanation, states & examples.
- b) According to you, what are the major challenges faced by women entrepreneurs in India. Explain with suitable examples.

**Q5) Answer any 1 each of 10 marks. [10]**

- a) Critically analyse Seven domain of Mullins.
- b) Using elements of business plan, create a business plan for a start-up of Herbal Cosmetic Company.



Total No. of Questions : 5]

SEAT No. :

**P3837**

[Total No. of Pages : 2

[6025]-1010

**First Year M.B.A. (Project Management)**

**110-GE-UG04 : 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 on the right indicate full marks.*

**Q1)** Answer any five (2 marks each)

**[5×2=10]**

- a) What is long-term memory?
- b) Where the word “Psychology” come from?
- c) The process of using psychological methods by a trained psychologist for helping people with psychological problems in called. as-
  - i) Psychoanalysis
  - ii) Psychotherapy
  - iii) Psychiatry
  - iv) None of the above
- d) Which of the following is another term for reinforcement?
  - i) Reward
  - ii) Condition
  - iii) Response
  - iv) None of the above
- e) Define dream.
- f) Define thinking
- g) Write components of language.

*P.T.O.*

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

- a) Explain the terms 'sensation', 'perception', and 'attention'.
- b) List the basic functions of the nervous system.
- c) List some everyday examples of the reinforcement schedules.

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

- a) Describe the Cannon-Bard theory of emotion in detail.
- b) Analyse in detail how learning and memory work as intertwined processes.

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

- a) Mention various goals of Psychology. Also, trace the history of Psychology as a behaviour science.
- b) List the contribution made by Wilhelm Wundt to the field of Psychology.

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

- a) Describe in short kinds of social behavior-How does controlling and self adopting social behavior work in day today work life.
- b) What relevance do classical conditioning have to the explanation of workplace behaviour?





Total No. of Questions : 5]

SEAT No. :

P-3838

[Total No. of Pages : 2

[6025]-1111

F.Y. M.B.A.

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

**(2021 Pattern) (Semester - I)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Answer the following any 5 :**

**[2 marks each]**

- a) What is an agreement according to Indian contract Act.
- b) What are specific goods as per sale of goods act.
- c) What is meant by Inchoate Instrument as per the Negotiable Instrument Act.
- d) What is the meaning of 'Defect' according to consumer protection act.
- e) Define Article of Association according to the companies Act.
- f) What is the meaning of universal Agent as per the contract of agency.
- g) Define contract of Indemnity.
- h) List the number of parties to the contract of guarantee what are they called.

**Q2) Answer any two :**

**[5 mark each]**

- a) Distinguish between express and Implied contract with the help of an example of each.
- b) Is the buyer bound to accept the delivery of goods by Installment? Explain with an example.
- c) Who are the promoters? Explain the duties of the promoter.

**P.T.O.**

**Q3) a)** Explain the rights of a surety against the creditor according to the contract of guarantee also explain the legal position of 'A' in the below case.

'C' advances to B, his tenant Rs. 2000 on the guarantee of 'A'. 'C' has also a further security for Rs. 2000 by a mortgage of 'B' furniture. 'C' cancels the mortgage, B becomes in solvent and 'C' sues 'A' on his guarantee. **[10]**

OR

b) Define the term 'Deficiency' as used in the consumer protection Act 1986. Give 4 examples of deficiency of service. **[10]**

**Q4) a)** List out the differences between promissory note and Bill of exchange. **[10]**

OR

b) What is memorandum of association? State contents of MOA. **[10]**

**Q5) a)** Explain in detail the rights of the unpaid seller as per the sale of goods act against buyer. **[10]**

OR

b) Explain the provision related to noting and protest of a negotiable instrument as per Negotiable Instrument act. **[10]**

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Total No. of Questions : 5]

SEAT No. :

**P4266**

[Total No. of Pages : 2

**[6025]-1112**

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

**112 GE - UL - 06 : DEMAND ANALYSIS AND FORECASTING**

**(2021 Pattern) (Semester - I)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carry 10 marks.*
- 3) *Figures to the right side indicate full marks.*
- 4) *Assume the suitable data, if necessary.*

**Q1)** Answer any Five (2 marks each):

**[10]**

- a) Define demand estimation in demand forecasting.
- b) Describe Expert Opinion Method.
- c) Explain the significance of Demand Forecasting.
- d) What is Firm Level Forecasting?
- e) What is trend Analysis?
- f) What is Exponential smoothing?
- g) Define, Seasonal Effects.
- h) What is inventory planning?

**Q2)** Answer any Two (5 marks each):

**[10]**

- a) Differentiate between Short Term Forecast and Long Term Forecast.
- b) Investigate in detail what marketing research techniques can be used for estimating demand?
- c) Outline the steps involved in New Product Forecasting.

**P.T.O.**

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

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

OR

- b) Compare and Contrast Delphi method and Historical Analogy methods.

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

- a) Explain in detail Holt's Winter Method.

OR

- b) State in detail the steps involved in selecting a Forecasting Technique.

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

- a) India is the world's third largest and the fastest growing aviation market in the world., The India Aviation Market size is expected to grow from USD 10.89 billion in 2023 to USD 12.55 billion by 2028, at a CAGR of 2.87% during the forecast period (2023-2028). Analyze 4 components of time series in the light of this statement.

OR

- b) Critically examine the various methods of Quantitative Demand Forecasting.



Total No. of Questions : 5]

SEAT No. :

**P-3918**

[Total No. of Pages : 2

**[6025]-2001A**

**F.Y. M.B.A.**

**201(GC-07) : MARKETING MANAGEMENT**

**(2021 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *Draw neat labeled diagram whenever necessary.*
- 2) *All questions carry equal marks.*
- 3) *Attempt all questions.*

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

**[10]**

- a) Define 'Speciality Goods'.
- b) State the meaning of 'Idea Generation' in New Product Development.
- c) Recall the meaning of 'Dynamic Pricing'.
- d) Reproduce the definition of 'Product Hierarchy'.
- e) Define 'Direct Marketing' in Promotion Mix.
- f) State the definition of 'Retailing'.
- g) Recall the term promotional pricing'.
- h) Reproduce the meaning of 'Annual plan control'.

**Q2) Solve any two :**

**[10]**

- a) Differentiate between Personal Selling vs Public Relations.
- b) Differentiate between Advertising vs sales promotion.
- c) Summarize how companies respond to price changes.

**Q3) Solve any one :**

**[10]**

- a) Develop an IMC plan for launching a chain of Quick Service Restaurants (QSR) in India.
- b) Develop an IMC plan for launching a new brand of mobile Handset by a South Korean company.

**P.T.O.**

**Q4) Solve any one :**

**[10]**

- a) Suggest appropriate channel design for an International brand entering India with range of luxury watches.
- b) Suggest appropriate channel design for a company launching a 'New Electric Scooter'.

**Q5) Solve any one :**

**[10]**

- a) Design marketing plan for a company planning to launch an 'Online Job portal'.
- b) Design marketing plan for a company planning to launch an 'Air conditioner' for home segment.



Total No. of Questions : 5]

SEAT No. :

P-3840

[Total No. of Pages : 3

[6025]-2003

F.Y. M.B.A. (All program)

**GC-09(203) : 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)** Solve any Five.

**[5 × 2 = 10]**

- i) Human resource management means\_\_\_\_\_
  - A) A method which an organisation collects, maintains and reports information on people and jobs
  - B) The process of integrating the employees' needs and aspirations with organizational needs
  - C) The process of bringing people and organisation together so that the goals of each are achieved
  - D) The efforts to make life worth living for workers
- ii) Method of data collection to back up a forecast of personnel needs \_\_\_\_\_.
  - A) Intrusion Prevention System (IPS)
  - B) Intrusion detection prevention system (IDPS)
  - C) Patent Electronic System Verification (PAIR)
  - D) Human Resource Information System (HRIS)
- iii) The use of process criteria in job selection means that the individual is being assessed on \_\_\_\_\_
  - A) The number of tasks they can process simultaneously.
  - B) A methodological approach to task completion.
  - C) How many tasks can be processed in a set amount of time.
  - D) The right way to complete a task successfully.

**P.T.O.**

- iv) \_\_\_\_\_ may be defined as sequence of separate, but related work activities providing for continuity, order and meaning in a person's life.
- A) Occupation
  - B) Job
  - C) Career
  - D) Task
- v) "If a worker has few absences, his supervisor might give him a high rating in all other Areas of work" this is an example of \_\_\_\_\_ bias in Performance Appraisal:
- A) Halo effect
  - B) Central Tendency
  - C) Personal Biases
  - D) Stereo Typing
- vi) What are the objectives of training?
- vii) Briefly explain the objectives of induction programme.
- viii) What are the objectives of compensation?

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

- a) Discuss the factors influencing the future, impacts and changes of HRM in 21<sup>st</sup> Century. Give examples
- b) Define the concept of manpower inventory. How the manpower inventory is prepared?
- c) Elaborate various stages in the process of selection with examples.
- d) Define transfer. What are its types? Explain its advantages and disadvantages

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

- a) Distinguish between Human Resource Management (HRM) and Human Resource Development (HRD). Discuss the role of Human Resource manager.

OR

- b) 'Human Resource Planning server as a link between HRM and the Business plans'. Evaluate the statement.



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

- a) Explain any two forms of separation from the following : **[2 × 5 = 10]**
- i) Retirement
  - ii) Layoff
  - iii) Downsizing

OR

- b) Why Performance appraisal fails in an organization? How can an organization make effective appraisal system?

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

- a) “Job Design is a result-oriented tool for optimal utilization Human Resources”. Discuss with example.

OR

- b) Define HRIS. Elucidate the steps to successfully implement the human resource information system in an organization.



Total No. of Questions : 5]

SEAT No. :

**P3841**

**[6025]- 2004**

[Total No. of Pages : 2

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

**204-GC- 10 : OPERATIONS & SUPPLY CHAIN MANAGEMENT**

**(2021 Pattern ) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All the questions are compulsory.*
- 2) *All the questions has an internal option*
- 3) *All the questions carry equal marks.*
- 4) *Use of 'only' simple calculator is allowed.*

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

**[5×2=10]**

- a) Enlist the types of waste as per LEAN.
- b) Define “HML analysis”.
- c) Define the concept of “internal customer”.
- d) State the enablers. of supply chain.
- e) Enlist the modes of transportation.
- f) Comment on “pipeline inventory”.
- g) Define “Pull system”.
- h) Define “FSN analysis”.

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

**[2×5=10]**

- a) Illustrate the concept of “service blue print”.
- b) State the assumptions of classical EOQ model.
- c) Summarise the functions of supply chain manager.

**Q3)** a) “Capacity planning involves long term and short term considerations”  
comment and explain the role of CRP. **[10]**

OR

- b) Illustrate the challenges in Supply Chain Collaborations.

**P.T.O.**

**Q4) a)** Draw the Pareto chart for the following data. **[10]**

Component	Yearly Demand	Per Unit Cost (INR)
TML A 21	3000	50
TML B 36	4000	12
TML C 71	1500	15
TML D 93	6000	10
TML E 22	1000	20
TML F 21	500	500
TML G 36	300	1500
TML H 71	600	2
TML I 93	1750	10
TML J 22	2500	5

OR

b) Describe the Evolution of SCM from physical distribution to logistics to supply chain.

**Q5) a)** Draw the product-process matrix and explain the importance of it in today's competitive industrial environment. **[10]**

OR

b) Design the generalized supply chain model for E - Commerce Company.



Total No. of Questions : 5]

SEAT No. :

P-3844

[Total No. of Pages : 2

[6025]-2007

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

**PRJ SC-PRJ-01 205 : FUNDAMENTAL 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) Which of these is not one of the constraints of a project?
  - i) Scope
  - ii) Resources
  - iii) Team
  - iv) Budget
- b) 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
- c) Which of the following is not an example of formal communication?
  - i) Contract
  - ii) Email
  - iii) Project status report
  - iv) Status meeting
- d) If the Earned Value is equal to Actual Cost, it means :
  - i) Project is on budget and on schedule
  - ii) Schedule Variance Index is 1
  - iii) There is no schedule variance
  - iv) There is no cost variance

**P.T.O.**

- e) Define Project.
- f) Define Risk in Project Management.
- g) Any two project scope checklist.
- h) What is top down estimating.

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

- a) What is the importance of project management?
- b) Explain the expectation of project stakeholders in detail.
- c) What are the basic rules to follow in developing project?

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

- a) Discuss the types of the project closure in detail
- b) What are the different methods for estimating project times and costs?

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

- a) What is Five-Stage Team Development Model? Explain it in brief.
- b) Discuss various approaches for estimating project times and costs Risk management process

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

- a) What is Work Breakdown Structure? How WBS Helps the Project Manager in entire Project?
- b) Explain various types of projects with supportive example.



Total No. of Questions : 5]

SEAT No. :

P-3848

[Total No. of Pages : 3

[6025]-2011

F.Y. M.B.A. (All program) (Theory)

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

**(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) Answer any 5 :**

**[2 marks each]**

- a) What is the 'EQ brain'?
- b) What are the three habits under public victory?
- c) What is Habit?
  - i) An everyday thing we do that "makes" or "breaks" us
  - ii) A routine
  - iii) A result of what we do
  - iv) A schedule we follow
- d) 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
- e) Teams that lack of commitment doesn't show the following attribute
  - i) Lack confidence and are in fear of failure
  - ii) Make ambiguity and second-guessing thrive
  - iii) Fail to seize opportunity spending too much time on making a decision
  - iv) are willing to sign long term bonds

**P.T.O.**

- f) What are the basic four types of activities as per the habit of put first thing first?
- g) What is Emotional Intelligence?
- h) Recognize your own emotions and how they affect your thoughts and behaviour
  - i) Self-Regulation
  - ii) Self-Awareness
  - iii) Self-Motivation
  - iv) Social Skill

**Q2) Answer any 2 :**

**[5 marks each]**

- a) What are the benefits of emotional intelligence?
- b) What do you mean by dysfunctions of teams?
- c) Explain in details the law of legacy.

**Q3) Answer any 1 :**

**[10 marks each]**

- a) What are the barriers to empathy? How can one develop empathy?

OR

- b) As per the Law of Navigation what is a role of a good leader?

**Q4) Answer any 1 :**

**[10 marks each]**

- a) What are the two concepts that come under the umbrella of “disciplined people” for organizations who want to move from good to great?

OR

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

**Q5) Answer any 1 :**

**[10 marks each]**

- a) Being the Head of Department, you observed that, your employees are very efficient but still cannot achieve desired objectives as they are not focused on results. What will you do?

OR

- b) “People do what people see”. Discuss the role of leader in demonstrating good behavior to employees for creating better organization.





Total No. of Questions : 5]

SEAT No. :

**P3849**

**[6025]- 2012**

[Total No. of Pages : 2

**First Year M.B.A. (Project Management)**

**208-GE-UL-08 : GEOPOLITICS & WORLDECONOMIC SYSTEM**

**(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) Attempt any five questions having 2 marks each [10]**

- a) Expand ASEAN & NAFTA.
- b) Define Brexit.
- c) What mean by Protectionism?
- d) Define trade war.
- e) Define Social Market Capitalism.
- f) What is Neighboring Rights.
- g) Write any two examples of Trade Blocs.
- h) Define world recession.

**Q2) Attempt any two questions having 5 marks each. [10]**

- a) Explain the role of NAFTA.
- b) Explain the theory of Hagemonic stability.
- c) State the role of IMF.

**Q3) Attempt any one out of two. [10]**

- a) Explain the various methods of International payment system.

OR

- b) Explain the Dispute settlement procedures under GATT & WTO.

**P.T.O.**

**Q4)** Attempt any one out of two. **[10]**

a) List the impact of the Eurozone crisis on India.

OR

b) Highlight the factors that cause fluctuations in Gold & Crude oil prices.

**Q5)** Attempt any one out of two. **[10]**

a) Explain the various reasons and benefits of formation of Trade Blocs.

OR

b) What are the various issues in Brexit? Also discuss the global impact of Brexit.



Total No. of Questions : 5]

SEAT No. :

P-4220

[Total No. of Pages : 2

[6025]-2013

M.B.A.

**209 : GE-UL-09 : STARTUP AND NEW VENTURE  
MANAGEMENT**

**(2021 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 the term entrepreneur.
- b) What is Market analysis?
- c) Explain long tail markets.
- d) Define target audience.
- e) Define entrepreneurial behaviour.
- f) Define the concept of lean startup.
- g) Explain chiff-vesting.
- h) Define the concept of boot strapping.

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

**[10]**

- a) Explain the concept of crowd funding.
- b) Explain venture capital.
- c) Discuss the components in financial statements.

**Q3)** Answer any one of the following :

**[10]**

- a) Compare the traditional marketing strategies with social media promotion tool for startups.

OR

- b) What is customer validation? How does it contribute to developing a successful business model?

**P.T.O.**

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

- a) List the schemes offered by Ministry of skill development and Entrepreneurship MSDE. Explain any one in detail.

OR

- b) What are the challenges faced by entrepreneurs for the sustainability of their businesses?

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

- a) What are the key components in developing a successful go to strategy for an e-commerce business?

OR

- b) Formulate a Business plan for service sector.



Total No. of Questions : 5]

SEAT No. :

**P 3850**

[Total No. of Pages : 2

[6025]-2014

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

**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) *Each question carries 10 Marks.*

**Q1)** Answer the following. (Any 5 out of 8) (2 marks each)

**[10]**

- a) Define Qualitative Research?
- b) What is a Qualitative Research Design?
- c) What is a Triangulation?
- d) Define Observation?
- e) What do you mean by Projection?
- f) Define Reliability?
- g) Define Validity?
- h) Define Quality Management?

**Q2)** Answer the following. (Any 2 out of 3) (5 marks each)

**[10]**

- a) Explain the Ethics in Qualitative Research?
- b) Explain the Combining Qualitative and Quantitative Methods?
- c) Explain the Longitudinal Qualitative Studies?

**P.T.O.**

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

a) Explain the Need & Characteristics of Qualitative Research?

OR

b) Explain the Principle of Saturation?

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

a) Discuss in details the Types of Interview?

OR

b) Explain in details the Zaltman's Metaphor Elicitation Techniques?

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

a) Discuss in details the Criteria for Evaluating the Building of Theories?

OR

b) Discuss in details the Quality Assessment as a Challenge for Qualitative Research?



Total No. of Questions : 5]

SEAT No. :

P-3851

[Total No. of Pages : 2

[6025]-2015

M.B.A.

**211 - GE - UL - 11 : BUSINESS GOVERNMENT & SOCIETY**

**(2021 Pattern) (Semester - II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all questions.*
- 2) *Figures to the right indicate full marks.*

**Q1) Attempt any five (2 marks each)**

**[10]**

- a) What is legal environment of business?
- b) Explain how governments influence businesses.
- c) Write any two advantages of foreign direct investment.
- d) What are the four characteristics of business ecosystems?
- e) Write any two measures of privatisation of Indian Railway.
- f) What is globalization of brands?
- g) Write any two examples of social responsibility of business.
- h) Give any two reasons of Brexit.

**Q2) Solve any two (5 marks each)**

**[10]**

- a) Identify the economic role of government.
- b) Explain BOT form of partnership.
- c) Discuss privatisation of water & electricity.

**P.T.O.**

**Q3) a)** “Are businessess responsible to society?”. Explain how. **[10]**

OR

b) Explain how industrial development helps to eradicate poverty & inequality.

**Q4) a)** “Foreign Direct Investment” has a prominent role in economic development” explain with reference to India. **[10]**

OR

b) Discuss the new perspectives on globalization.

**Q5) a)** “Indian economy has witnessed macro economic crisis” Discuss. **[10]**

OR

b) Critically evaluate the role of technology, gender issues in establishing sound industrial relations.

**x x x**



Total No. of Questions : 5]

SEAT No. :

**P3852**

**[6025]-2016**

[Total No. of Pages : 2

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

**GE- UL - 12 - 212 : BUSINESS PROCESS RE-ENGINEERING  
(2021 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 5 out of 8 (2 marks each):

**[10]**

- a) Define Change Management.
- b) State any 2 objectives of BPR.
- c) What is reduced cost?
- d) List any 2 goals of BPR.
- e) Define ISO standard.
- f) What are organizational enablers?
- g) Define just in time.
- h) State the role of IT in Reengineering.

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

**[10]**

- a) Discuss ERP in detail.
- b) Explain importance of ERD.
- c) What is feasibility? Explain with neat diagram of Feasibility.

**Q3)** Answer 3 (a) or 3 (b)

**[10]**

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

**P.T.O.**

**Q4)** Answer 4 (a) or 4 (b)

**[10]**

- a) Define Framework of reengineering in detail.
- 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. :

**P3907**

[Total No. of Pages : 2

**[6025]-2018**

**F.Y. M.B.A. (Service Management)**

**SC - SER - 02 : SERVICES OPERATIONS MANAGEMENT**

**(2021 Pattern) (Semester -II) (206)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Figures in the right indicates full marks.*

**Q1) Answer any 5 out of 8**

**[2 marks Each]**

- a) What is strategic services vision?
- b) List characteristics of services
- c) Enlist the factors to influence process of designing services.
- d) What do you understand by poka - yoke?
- e) What do you know about value to the business?
- f) Write Attributes of professional services
- g) Define cost of quality
- h) Classify different services.

**Q2) Any 2 out of 3 (Attempt)**

**[5 marks Each]**

- a) Explain service blueprinting in detail.
- b) Describe the service process, service experience and outcome of service pertaining to banking industry?
- c) Discuss the diemensions of service quality in detail.

**Q3) a) Write down the competitive service strategies with examples. [10]**

**OR**

- b) Explain the walk through Audit as a dionostic instrument for measuring service quality. [10]

**P.T.O.**

**Q4) a)** Illustrate the distinctive characteristics of service operation for a service with which you are familiar? **[10]**

OR

b) How service supply relationship can be managed in educational institutions? **[10]**

**Q5) a)** Analyse the elements in the framework for formulating the strategic service vision. **[10]**

OR

b) Explain the Gap model of service quality on discuss the possible measures to close the gaps. **[10]**



Total No. of Questions : 5]

SEAT No. :

P-3853

[Total No. of Pages : 2

[6025]-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 question has an internal option.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Solve any Five from the following :

**[10]**

- a) Define Strategy.
- b) Enlist the tangible resources in an organisation.
- c) Define Diversification strategy.
- d) List the elements of Mc Kinsey's 7-S framework.
- e) What are the components of Virtual Value Chain?
- f) Define Critical Success Factors.
- g) Define Competitive parity.
- h) What is Stability strategy?

**Q2)** Answer any Two of the following :

**[10]**

- a) Explain various Entry & Exit Barriers.
- b) State the VRIO Framework.
- c) Elaborate the Mintzberg's 5 Ps.

*P.T.O.*

**Q3)** a) Discuss the differentiation strategy in the present competitive environment. **[10]**

OR

b) Discuss the growth of Start ups in Indian context and strategies can be adopted for overcoming challenges from MNCs.

**Q4)** a) Jupiter Ltd. wants to enter into market of Organic Health products. The Management of the company appointed you as a consultant. You are required to suggest which strategy to adopt & implement to enter into market among Blue Ocean strategy or Red Ocean strategy? Justify. **[10]**

OR

b) “GE nine cell model is a strategy tool that offers a systematic approach for the multi business enterprises to prioritize their investment among the various business units”. - Illustrate.

**Q5)** a) Prepare and explain an Environmental Threat and Opportunity Profile (ETOP) for a bicycle manufacturing company. **[10]**

OR

b) Starbucks is implementing a vertical integration approach, buying beans directly from coffee growers and establishing company owned roasting, warehousing and distribution facilities. This will allow Starbucks to guarantee bean supply and obtain it at fair price. In this in stance, Starbucks purchased Evolution Fresh, a firm that sells healthy juice to a number of retailers and company owned stores and in 2013, the business built a facility in California to support the introduction of Evaluation Fresh products to the market.

Questions :

- i) Elaborate with reason, which type of vertical integration approach adopted by Starbucks.
- ii) Discuss advantages & limitations of vertical integration adopted by Starbucks.



Total No. of Questions : 5]

SEAT No. :

**P3854**

**[6025]-3002**

[Total No. of Pages : 3

**S.Y.M.B.A. (Project Management)  
302 - GC - 12 : DECISION SCIENCE  
(2021 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.*
- 4) *All questions are compulsory.*

**Q1)** Solve any five.

**[5×2=10]**

- a) Define balanced transportation problem.
- b) State linear programming.
- c) Define conditional probability.
- d) Define saddle point.
- e) State what is critical path.
- f) Define mean arrival rate.
- g) Define probability.

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

**[2×5=10]**

- a) Discuss dependent Event and Independent Event.
- b) Describe the role of quantitative techniques in decision making.
- c) Solve the following problem graphically.

$$\text{Maximize } Z = 3x + 4y$$

$$\text{Subject to } x + y \leq 6$$

$$2x + y \leq 8$$

$$x, y \geq 0$$

**P.T.O.**

**Q3)** Solve any one of the following.

**[10]**

- a) How should the activities be assigned to the workers so that the job is completed in minimum time?

Activities	Workers			
	1	2	3	4
A	14	12	15	15
B	21	18	18	22
C	14	17	12	14
D	6	5	3	6

OR

- b) Find initial solution by using North - West corner method and Least Cost Method (LCM) **[10]**

	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	supply
S <sub>1</sub>	19	30	50	10	7
S <sub>2</sub>	70	30	40	60	9
S <sub>3</sub>	40	8	70	20	18
Demand	5	8	7	14	34

**Q4)** Solve any one of the following.

**[10]**

- a) The following table gives the activities in a construction project and other relevant information

Activity	1-2	1-3	2-3	2-4	3-4	4-5
Duration (Days)	20	25	10	12	6	10

- Draw the network diagram for the project.
- Find critical path.
- Determine the expected project completion time.

OR



- b) A departmental store has a single cashier. During the rush hours, customers arrive at a rate of 20 customers per hour. The cashier takes on an average 2.5 minutes per customer for processing.
- What is the probability the cashier is idle?
  - What is the average number of customers in the queuing system?
  - What is average queue length?
  - What is the average time spent by a customer in the system? [10]

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

- a) From the pay off matrix (Profit). Determine optimal strategy by using.
- Maximin criterion
  - Maximax criterion
  - Minimax Regret criterion
  - Laplace criterion

States is Nature

Strategies	$N_1$	$N_2$	$N_3$
$S_1$	7,00,000	3,00,000	1,50,000
$S_2$	5,00,000	4,50,000	0
$S_3$	3,00,000	3,00,000	3,00,000

OR

- b) Solve the following game. [10]

		Player (B)	
		$B_1$	$B_2$
(A)	$A_1$	3	5
	$A_2$	4	1

- Find the value of game.
- Find the optimal strategies of player A and player B.



Total No. of Questions : 5]

SEAT No. :

**P3855**

**[6025]-3003**

[Total No. of Pages : 2

**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)** Answer any five out of eight questions.

**[5×2=10]**

- a) Define the concept of International Finance.
- b) Discuss function of Global financial system.
- c) Describe the scope and importance of International Finance?
- d) State Monetary system.
- e) Define Gold standard system.
- f) Describe issues involve in overseas funding choices.
- g) Discuss about International Monetary Fund.
- h) Outline about international credit rating agencies.

**Q2)** Any two.

**[2×5=10]**

- a) Describe structure of foreign markets.
- b) Explain purchasing power parity and Fisher's Parity.
- c) Write note on convertibility of currency and exchange rate.

**Q3)** Solve any one.

**[10]**

- a) Describe the transaction exposure.

OR

- b) Discuss about different forms of international lending with examples.

**P.T.O.**

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

- a) Describe international double taxation and its regulations.

OR

- b) Discuss about international cooperation in dealing with money laundering.

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

- a) Describe the essence and type of risks

OR

- b) Discuss about international financial reporting standards.



Total No. of Questions : 5]

SEAT No. :

**P3856**

**[6025]-3004**

[Total No. of Pages : 2

**S.Y.M.B.A. (Digital Marketing)**

**304 DM - SC - DM - 03 : SOCIAL MEDIA MARKETING**

**(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.*

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

**[10]**

- a) Explain 2 Disadvantages of social media marketing.
- b) What is social media marketing?
- c) What is the target market in social media marketing (SMM)?
- d) Write 2 Benefits of social media chatbots.
- e) What is referrals and conversions in SMM?
- f) Name any 2 tools used for content creation.
- g) State different types of posts used on Facebook.
- h) What is the name for Facebook's ranking algorithm?
  - i) Like Rank
  - ii) Face Rank
  - iii) Page Rank
  - iv) Edge Rank

**Q2)** Solve any two of the following sub-questions.

**[10]**

- a) Explain the objectives of social media marketing.
- b) "Fans will drive social media business" Comment.
- c) Illustrate the features of a successful social media marketing strategy.

**P.T.O.**

**Q3) a)** Explain how to create an ad campaign with the help of any 2 Social Media platforms mentioned below- **[10]**

- i) Facebook
- ii) Twitter
- iii) Instagram
- iv) YouTube Marketing
- v) LinkedIn

OR

b) What are various parameters to measure social media marketing success? Explain with suitable examples. **[10]**

**Q4) a)** Differentiate between the following Facebook Applications. Give examples to illustrate Facebook Events, Facebook Platform, and Facebook Marketplace. **[10]**

OR

b) Differentiate between demographic and geographic segmentation social media marketing plan with the help of a suitable example. **[10]**

**Q5) a)** List some tips on using an SEO-centric social media marketing plan. **[10]**

OR

b) List the points to be considered while creating a social media marketing plan. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3857**

**[6025]-3005**

[Total No. of Pages : 2

**S.Y.M.B.A. (Project Management)**

**304 PRJ - SC - PRJ - 03 : PROJECT ESTIMATING COST AND  
RISK MANAGEMENT**

**(2021 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 out of eight (2 Marks Each) [10]**

- 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 direct Costs?

**Q2) Solve any two out of three (5 Marks Each) [10]**

- a) Explain the risk assessment steps.
- b) State the goals of Project Audit.
- c) Differentiate between Qualitative and quantitative Risk Analysis Methods.

**Q3) a) Explain the process of project Risk Management. [10]**

OR

- b) Write a detailed note on Risk Identification. [10]

**P.T.O.**

**Q4) a)** Analyze the Feed-Forward Technique with its advantages and disadvantages. **[10]**

OR

b) Explain the concept of Project Control and Monitoring along with techniques of Monitoring & Control. **[10]**

**Q5) a)** Discuss various techniques of project estimating. **[10]**

OR

b) Explain the concept of project risks and illustrate various types of project risks. **[10]**



Total No. of Questions : 5]

SEAT No. :

P-3858

[Total No. of Pages : 3

[6025]-3006

M.B.A.

**305FT :SC-FT-04-FINANCIAL MODELING WITH EXCEL**

**(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) *Use of scientific calculators are allowed.*

**Q1) Solve any five**

**[10]**

- a) How would you define Financial Modelling?
- b) Write the syntax of sumifs.
- c) What is sensitivity analysis of Financial modelling?
- d) What are the main characteristics that define a good model?
- e) Which of the following is an example of mixed referencing
  - i) A6
  - ii) \$A\$6
  - iii) Ctrl. A
  - iv) A \$ 6
- f) Define expense models.
- g) What is the purpose of toggle
- h) Write the difference between NPV & XNPV.

**Q2) Solve any two**

**[10]**

- a) What are the three most common financial modelling best practices?
- b) Which tools would you use in excel to audit your model?
- c) Explain the steps involved in “What if Analysis” taking example of profit forecasting.

**P.T.O.**



**Q3) Solve any one :**

**[10]**

- a) “Better documentation leads to error free excel model” examine the above statement.

OR

- b) List the three most common financial modelling best practices.

**Q4) Solve any one :**

**[10]**

a)

A S.No.	B Year	C Region	D Units Sold	E Sales Revenue
1	2020	Gujarat	80	96,000
2	2021	Maharashtra	100	1,20,000
3	2020	M.P.	120	1,44,000
4	2023	Jammu	40	48,000
5	2022	Jammu	200	2,40,000
6	2021	M.P.	100	1,20,000
7	2020	Gujarat	80	96,000
8	2022	Maharashtra	120	1,40,000
9	2023	M.P.	250	3,00,000
10	2020	Jammu	80	96,000
11	2021	Gujarat	60	72,000
12	2022	M.P.	70	65,000

- i) Using sum ifs find out total sales for all the four regions in the year 2021-22.

- ii) Find out total sales for Gujrat for all the year.

Show the steps for each one of them and display final answer in range J5 to O10, 5th row is header & J column is for years.

OR

- b) How financial models can be used in investment banking to evaluate different investment strategies and create awareness about financial modelling and valuations?

**Q5) Solve any one :**

**[10]**

- a) Create one input data table from the following data and also show the steps to arrive at the table. Consider units sold at 250, 300 & 350.

No. of units sold - 250

Selling price per unit Rs. 50/-

Purchase price per unit Rs. 30/-

Tax Rate - 30%

OR

- b) Mr. Ram took a home loan of Rs. 70 lacs. for a tenure of 20 years. He agreed to pay interest @ 9% p.a. Show the steps for calculating EMI in excel.

The table should reflect year, opening Balance Annual payment, Interest component, principal repaid & closing Balance (show calculations)



Total No. of Questions : 5]

SEAT No. :

P-3859

[Total No. of Pages : 2

[6025]-3007

M.B.A.

**SC-DM-04 : DIGITAL MARKETING RESEARCH**

**(2021 Pattern) (Semester - III) (305DM)**

*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 options.*

**Q1)** Attempt any Five out of Eight.

**[10]**

- a) Which one among the following variables cannot be expressed in quantitative terms?
  - i) Numerical Aptitude
  - ii) Marital Status
  - iii) Socio-Economic Status
  - iv) Professional Attitude
- b) What is the Role of information in Marketing Decisions.
- c) What is Marketing Research?
- d) What is Social Graph Research?
- e) List at least two uses of Social Networks in Research.
- f) Unethical practices of Research can be minimized by \_\_\_\_\_.
  - i) Institution's Code of Conduct
  - ii) Plagiarism
  - iii) Both i) & ii)
  - iv) None of the above
- g) Write a short note on Focus group.
- h) Ethnography does not include
  - i) Field Notes
  - ii) Objective Analysis
  - iii) Participant Observation
  - iv) Value Neutrality

**P.T.O.**

**Q2) Attempt any Two out of Three : [10]**

- a) Explain conjoint Analysis for a Product design by taking real life example of any product.
- b) Discuss strengths and weaknesses of Blog and Buzz mining.
- c) Elaborate on the Scope and Limitation of Digital Marketing Research.

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

- a) Illustrate various tools for carrying Digital Marketing Research.

OR

- b) Prepare a Online Survey Questionnaire to find Brand Positioning for a Product of your choice.

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

- a) Explain the advantages of Quantitative and Qualitative Research Through Online Platforms.

OR

- b) Explain various Best practices in Market Research that Uses the internet.

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

- a) Elaborate on the Recent Trends in the Marketing Research Industry in India.

OR

- b) Illustrate the Ethical issues in Online Marketing Research with an example.



Total No. of Questions : 5]

SEAT No. :

**P-3860**

[Total No. of Pages : 2

**[6025]-3008**

**M.B.A. (Project Management)**

**305 - PRJ - SC - PRJ - 04 : PROJECT MANAGEMENT,  
EXECUTION AND MONITORING  
(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) Why managing communication is important in project work?
- b) What is controlling quality?
- c) State the challenges of adopting New Technology in Project Management.
- d) Define the term Resource Management.
- e) Describe the term “Manage Project Knowledge”.
- f) Enlist tools and techniques for Perform Integrated Change Control.
- g) State output of conducting procurement.
- h) State the characteristics of Project Monitoring.

**Q2) Solve any 2 out of 3 (5 Marks Each) :**

- a) Why integrated Change control is Essential in Project work?
- b) Explain the resource allocation for Projects.
- c) Discuss the tools and techniques for managing the Project Team.

***P.T.O.***

**Q3)** What are the tools and techniques apply for performing Quality management in Project work? **[10]**

OR

Why it is essential to monitor Risk and Control Procurements?

**Q4)** Explain the inputs for Perform Integrated Change Control. **[10]**

OR

Write a detailed note on Schedule control Project Management.

**Q5)** Design a Project Controlling Chart for any Service Industry of your Choice.**[10]**

OR

Explain the concept of directing and controlling project work along with its inputs and output.



Total No. of Questions : 5]

SEAT No. :

**P3861**

[Total No. of Pages : 2

[6025]-3009

**S.Y. M.B.A. (Project Management)**

**306- GE-UL-13 : INTERNATIONAL BUSINESS ECONOMICS**

**(2021 Pattern) (Semester - III)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Solve all the questions.*
- 2) *Figures to the right indicate marks.*

**Q1) Solve any Five (Two marks each):**

**[10]**

- a) What is dumping?
- b) Explain the central principle of comparative cost advantage theory.
- c) Define spot and forward exchange.
- d) Define FDI & FII.
- e) What are special drawing rights?
- f) What is the difference between direct and indirect quote of foreign exchange market?
- g) Explain why export subsidies are given?
- h) What is Euro currency market?

**Q2) Solve any Two (Five marks each):**

**[10]**

- a) Discuss the nature of international reserves. Give examples.
- b) Does exchange of similar products belonging to same industry refer to intra-industry trade. Discuss.
- c) Discuss the features of foreign exchange market.

**P.T.O.**

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

- a) “A unilateral trade agreement benefits the nation who imposes it where as multilateral trade agreements benefit all the negotiating nations”. Do you agree with the statement. Explain Why.

OR

- b) How does a higher exchange rate affect trade? How the governments handle the situation?

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

- a) Explain how International Monetary Fund has proved to be an important international organization at the time of financial crisis.

OR

- b) Explain why Heckscher-Ohlin trade theory is considered as an advancement over David Ricardo’s trade theory.

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

- a) Explain the types of exchange rate regions. Give an account of impact of exchange rate fluctuations on domestic economy.

OR

- b) Explain how the exchange value of Indian Rupees will be affected in each of the following cases. What are the possible consequences on exports & imports?

- i) The spot exchange rate changes from Rs. 61/1\$ to Rs. 64/1\$.
- ii) The spot exchange rate changes from Rs. 66/1\$ to Rs. 63/1\$.





Total No. of Questions : 5]

SEAT No. :

**P3862**

[Total No. of Pages : 2

[6025]-3010

**S.Y. M.B.A. (Project Management)**

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

**Q1) Answer any five (2 marks each):**

**[10]**

- a) What is a political economy?
- b) Define Green field investment.
- c) What is Global Value Chains?
- d) Define non-tariff barrier.
- e) List any four modes of entry into International Business.
- f) Define Multinational corporations.
- g) What is IFRS?
- h) Define FPI.

**Q2) Answer any two (5 marks each):**

**[10]**

- a) Write a note on concept and significance of Balance of Payment Statement.
- b) Explain the motives of FDI.
- c) Summerise the growing concern for ecology.

**P.T.O.**

**Q3) a)** Critically analyse consequences of economic globalization with relevant examples. **[10]**

OR

b) Discuss in detail the impact of cultural environmental factors on international business. **[10]**

**Q4) a)** Critically compare the modern & traditional theories of FDI. **[10]**

OR

b) 'Mergers & Acquisitions are highly effective strategies to enter into international markets'. Evaluate the statement. **[10]**

**Q5) a)** Articulate the need of IFRS in international financial reporting. **[10]**

OR

b) Critically evaluate the role of World Bank & IMF in the growth of international business. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3863**

[Total No. of Pages : 2

[6025]-3011

**S.Y. M.B.A.**

**308 - GE - UL - 15 : PROJECT MANAGEMENT**

**(2021 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 any 5 out of 8 (2 marks each):

**[10]**

- a) Give four examples of National Projects mention cost and time required for it.
- b) In every project Network there is \_\_\_\_\_.
  - i) Exactly one critical path
  - ii) at least one critical path
  - iii) Need be no critical path
  - iv) Multiple critical path
- c) Logical dummies are used only in \_\_\_\_\_.
  - i) A-O-N Networks
  - ii) A-O-A networks
  - iii) Precedence Networks
  - iv) Successor Network
- d) The concept of milestones on a project is relevant
  - i) For AON Networks
  - ii) Precedence Networks
  - iii) For AOA Networks
  - iv) Successor Network
- e) Project delays are not caused by
  - i) Delaying non critical activities
  - ii) Delaying critical activities
  - iii) Poor coordination between teams
  - iv) Non receipt of materials at site
- f) A project of five jobs in series with equal durations is implemented and each activity exceeds its planned level by 25%. The overall percentage increase in the duration of the project is by
  - i) 25%
  - ii) 50%
  - iii) 125%
  - iv) 100%

**P.T.O.**

- g) Which of the following is most important during project implementation.
- |                        |                        |
|------------------------|------------------------|
| i) Project Screening   | ii) Project Audit      |
| iii) Project Appraisal | iv) Project Monitoring |
- h) The project's existence is formally recognised possibly for the first time in project \_\_\_\_\_.
- |                |                     |
|----------------|---------------------|
| i) Project SOW | ii) Project Plan    |
| iii) Charter   | iv) Scope Statement |

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

- a) Draw the stake holder power vs Interest Grid and explain the stakeholders of project.
- b) Explain Project Management process Groups.
- c) Explain the activities carried during the Project Closure.

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

- a) Elaborate code of Ethics & professional conduct for project manager.
- b) Explain the project management audit process.

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

- a) Comment on conflict in project teams.
- b) Draw the project management golden triangle and explain the components of it.

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

- a) Compare and contrast positive risk response and negative risk response and draw the probability and impact matrix.
- b) A survey conducted in the year 2021 by project management Institute highlights 12% of projects have failed in recent years. Elaborate the statement & explain the common causes of project failure.



Total No. of Questions : 5]

SEAT No. :

P-3864

[Total No. Of Pages : 2

[6025]-3012

M.B.A.

Knowledge Management

(Semester-III) (2021 Pattern) (GE-UL-16 309)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All questions are compulsory*
- 2) *Each question are internal option*
- 3) *Each question carry 10 marks.*

**Q1) Answer any Five: (2 marks each)**

**[5 × 2 = 10]**

- a) Explain Data
- b) Describe Capabilities
- c) Define Epistemology
- d) Explain knowledge transfer
- e) Define Innovation
- f) Define tacit knowledge
- g) Explain qualitative measures

**Q2) Answer any Two :**

**[10]**

- a) Write a short note on the future of knowledge management
- b) Write a short note on the role of culture in KM.
- c) Describe the role of information technology in KM.

**P.T.O**

**Q3) Answer following:**

**[10]**

a) Explain in detail types of knowledge

OR

b) Explain in detail reservoirs of knowledge

**Q4) Answer following:**

**[10]**

a) Define knowledge audit. Explain the need and benefits of knowledge audit

OR

b) Explain in detail the goals and objectives of KM

**Q5) Answer following:**

**[10]**

a) Explain application & effectiveness of km in manufacturing industry

OR

b) What do you mean by knowledge management cycle? Explain in detail Meyer & Zack KM cycle.



Total No. of Questions : 5]

SEAT No. :

**P3865**

[Total No. of Pages : 2

[6025]-3013

**S.Y.M.B.A. (Project Management)**  
**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)

**[10]**

- a) What is board charter?
- b) List the stakeholders in corporate governance.
- c) List the different Board committees.
- d) What is mean by executive and Non executive director?
- e) When a company needs to appoint an independent director?
- f) Define small shareholders under companies Act, 2013
- g) What does ESG stands for?
- h) What are the functions of internal control?

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

**[10]**

- a) Briefly explain the core objective of corporate governance and what are the elements of corporate governance.
- b) Explain the Director's Training and development.
- c) What are the major recommendations give by JJ Irani committee.

**Q3)** Answer any one:

**[10]**

- a) A group of small shareholder of 'Samanvay Ltd.' feels that the management is conducting the affairs of the company in a manner that is prejudicial to the interest of the company leading to oppression and mismanagement . What powers are available to the small shareholders to prevent this oppression and mismanagement?

OR

- b) Eklavya Industries in setting up its Audit committee as per section 177 of the companies Act, 2013. Briefly mention the quorum, eligibility of the members along with roles and responsibility for the audit committee.

**P.T.O.**

**Q4) Answer any one:**

**[10]**

- a) Critically analyse the role of independent direction and audit committee in the following corporate governance scam.
  - i) Satyam
  - ii) Kingfisher Airlines.

OR

- b) Examine the role of Board of directors in internal control.

**Q5) Answer any one:**

**[10]**

- a) Deliberate the role of leadership in the ethical framework of an organization.

OR

- b) Discuss how institutional investors play an important role in ensuring good corporate governance practices.





Total No. of Questions : 5]

SEAT No. :

**P3866**

[Total No. of Pages : 2

[6025]-3014

**S.Y.M.B.A. (Project Management)**  
**311GE-UL 18 : MANAGEMENT OF NON-PROFIT**  
**ORGANIZATIONS**  
**(2021Pattern) (Semester-III)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Every questions is for 10 marks.*

**Q1)** Define the following-Answer any 5 (2 Marks each)

**[5×2=10]**

- a) Organizational Governance.
- b) Organizational vision.
- c) Non profit leadership.
- d) Memorandum of Association.
- e) NGO's
- f) Company as per company Act.
- g) Conflict of interest.
- h) Sustainable business organization.
- i) Public relations.
- j) Code of conduct.

**Q2)** Answer any two: (5 Marks each)

**[10]**

- a) Explain staffing and volunteer management in non-profit organizations.
- b) Enumerate the factors responsible for the success of non-profit organizations.
- c) Explain in detail Trust and Society.

**P.T.O.**

**Q3) a)** Explain the advantages and disadvantages of becoming non-profit organization. **[10]**

OR

b) Explain in detail the challenges of Managing a non-Profit organization. **[10]**

**Q4) a)** Explain in detail the standards and code of conduct for the professionals in the sector of non-profit organizations. **[10]**

OR

b) Based on the information given in the memorandum of association, Smart Ltd. was incorporated and the certificate of incorporation was issued by the Registrar of Companies, New Delhi,. The memorandum of association was duly signed, except that X, Y and Z signed it on behalf of five minors. Examine the validity of the certificate of incorporation issued by the Registrar of Companies. **[2]**

Explain the various ethical issues in the management of NPO's explain in detail. **[8]**

**Q5) a)** Define Donor marketing. What is the role played by sales promotion in the success of NPO's. **[10]**

OR

b) Define ethical decision making. What is the role of volunteers in Non-profit organizations. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3908**

[Total No. of Pages : 2

**[6025]-4001**

**S.Y. M.B.A. (Project Management)**

**401 - GC - 14 : ENTERPRISE PERFORMANCE MANAGEMENT**

**(2021 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carry equal marks (10 marks)*
- 3) *All questions have internal option.*

**Q1)** Answer the following (Any Five)

- a) What management control system - Explain
- b) Explain Goal congruence
- c) Spread Explain
- d) Website Traffic - Explain
- e) GMROI Explain
- f) Time & cost over - run - Explain
- g) Dupont Analysis - Explain
- h) Transfer pricing conflict

**Q2)** What is the difference between ROI & EVA Explain how EVA is a holistic performance measure.

OR

What is Responsibility centre? Explain various type of Responsibility centre.

**Q3)** What is the difference between financial & Non-financial performance measurement. Explain Balanced scorecard in detail.

OR

Mercury Ltd. is organised in two divisions i.e. Manufacturing division & internal Trading Division, both are profit centres. Mfg. Div. Selles its output to external traders as well as to Internal Trading Division (ITD), which ITD repack the same in a pack of 10 kg each & sale it to end users.

**P.T.O.**

One of the product produced by manufacturing Div is 'Panovama'. Which is a mineral. Total production capacity is 2000 tones, per month. At present monthly sales are limited to 1000 tones to External Traders & 600 tones to ITD. The transfere price agreed to ITD was Rs. 2000 per tone in line with price charged to External Traders, but now company reduced transfer price to Rs. 1800 per tone to External Traders due to competition. The manger of ITD is saying price charged to them should be lesser than External Traders, but mfg, Department refused to do 50.

Existing price charged to end users by ITD is Rs. 40 per pack of 10 kg each. ITD argures that with reduced transter price it could reduce its selling price to end users to Rs. 32 per pack of 10kg with additional sale. Of 40000 packs with a condition to reduce transfer price to Rs. 1700 per tone. Relavent cost data of 'Panaroma' is are follows.

Particulars	Mfg. D	ITD
Variable cost per tone	Rs.700	Rs. 600 (Cost of Repacking)
Fixed cost	Rs. 9,60,000	Rs. 4,80,000

Required.

As a consaltant of company will you accept the proposal of ITD to reduce transfer price with additional sale. Justify with calculation.

**Q4)** Explain concept of capital Expenditure control state various techniuques of capital Expenditure control.

OR

Write short notes (Any Two)

- Project control process
- ABC Analysis
- Goal Congruence
- Financial Inclusion

**Q5)** Explain Audit as a measure of performance measurement. Explain Types of audit.

OR

Explain various parameters of performance for E-commerce.



Total No. of Questions : 5]

SEAT No. :

**P3867**

**[6025]- 4002**

[Total No. of Pages : 2

**S.Y.M.B.A. (Project Management)**  
**402-GC-15 : INDIAN ETHOS & BUSINESS ETHICS**  
**(2021 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Define any five

**[5×2=10]**

- a) Indian ethos.
- b) VEDA model.
- c) CSR
- d) Values
- e) Ethical Decision.
- f) IPR
- g) Business ethics.
- h) Culture

**Q2)** Solve any two.

**[2×5=10]**

- a) Corporate Rishi Model.
- b) STEP model.
- c) What are the causes of climate change.

**Q3)** a) What is Natural Resource Depletion? Explain in detail the causes & effects of Natural Resource depletion. **[10]**

OR

b) Explain the Kohlberg's Moral Cognitive development theory. **[10]**

**P.T.O.**

**Q4) a)** Enumerate the laws of karma and relate the same with the management Principles and Practices. **[10]**

OR

b) Explain in detail the approaches to Business ethics. **[10]**

**Q5) a)** Discuss the ethical issues in the functional areas of marketing and operations. **[10]**

OR

b) Describe the steps involved in ethical Decision making process with a suitable example. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P-3868**

[Total No. of Pages : 3

**[6025]-4003**

**M.B.A.**

**403- SC : FINANCIAL REPORTING & ANALYSIS**

**(2021 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Answer the following (Any 5 out of 8)**

**[10]**

- a) Define the term Financial Statement?
- b) State the Objectives of Financial Statement?
- c) Define the Concept of Materiality?
- d) Define the Concept of Revenue Recognition?
- e) Define the term contingent Liabilities?
- f) Define the Concept of Faithful Representation?
- g) Explain the Indian AS-02?
- h) Explain the Indian AS-23?

**Q2) Short Notes (Any 2 out of 3)**

**[10]**

- a) Explain the Scope of Financial Statements?
- b) Explain the Division II of Schedule III of the Companies (Amendment) Act, 2015?
- c) Explain the Corporate Social Responsibility Reporting?

***P.T.O.***

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

- a) Star Ltd. Pune Discloses the summary of ledger balances appearing in the financial books of accounts as on 31-03-2023 as follows.

<b>Debit Balances</b>	<b>Amount</b>	<b>Credit Balances</b>	<b>Amount</b>
Raw Material stock as on 31-3-2022		Issued and Subscribed Capital	
i) Raw Materials	37,500	i) 6,000 Equity Shares of Rs. 100 each fully called-up and Paid-up	6,00,000
ii) Work in Progress	32,800		
iii) Finished Goods	41,300		
iv) Loose Tools	38,400		
Building under Constructions	1,70,000	Provision for Taxation	65,000
Machinery at Cost	2,13,000	General Reserve	1,12,000
Furniture and Fixtures at Cost	29,000	Long Term Maturity of Finance lease obligation	1,04,800
Vehicles at Cost	1,32,000	Unclaimed dividends	10,500
Computer Software under Development	50,000	Staff provident fund	39,000
Cash in Hand	8,000	Public Deposit	10,000
Trade Receivables	1,00,000	Depreciation Provisions	52,000
Investment (non-current)	2,48,000	Trade Payables (Current)	1,52,100
Balance in Bank Current Account	32,000	Profit after Tax	50,700
Advance Payment of Income-Tax	45,000	Current Maturities of Long- term debts	23,900
Cheques and Draft on Hand	17,000	Employees Earned Leave Payable of Retirement	30,000
Interest Accrued on Investment	2,300		
Profit & Loss A/c Balance as 1-4-2022	6,700		
Biological Assets	47,000		
<b>Total</b>	<b>12,50,000</b>	<b>Total</b>	<b>12,50,000</b>



From the Trail Balance given above, prepare a Balance Sheet as at 31-03-2023 of company as per Indian Accounting Standards, in accordance with Division II to the Schedule III of Companies Act,

OR

- b) Prepare the format of Part II - Statement of Profit and Loss and Notes to Financial Statements with Examples?

**Q4) Solve any one**

**[10]**

- a) Explain in details Indian AS-01 Presentation of Financial Statements with relevant Examples?

OR

- b) Explain in details Indian AS-07 Statement of Cash Flows with relevant Examples?

**Q5) Solve any one**

**[10]**

- a) Analyses the Disclosures in Financial Statements using relevant Indian Accounting Standards (AS).

OR

- b) Evaluate the Miscellaneous Issues in Financial Reporting?

**x x x**

Total No. of Questions : 5]

SEAT No. :

**P3909**

**[6025]-4004**

[Total No. of Pages : 2

**S.Y.M.B.A (Digital Marketing)**  
**SC - DM - 05 : DIGITAL MARKETING CHANNELS**  
**(2021 Pattern) (Semester - IV) (403DM)**

*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 05 out of 08 (2 Marks Each)

- a) What is the definition of a Digital Channel?
- b) What is Downstream Channel Relationship?
- c) What are the key channel functions?
- d) What is channel power?
- e) Enlist any 2 benefits of using social channels?
- f) What do you mean by Auditing Marketing Channels?
- g) What is gross channel shopping?
- h) What do you mean by the term “Gray Market”?

**Q2)** Answer Any 02 out of 03 (5 Marks Each)

- a) What are the various components of an omni channel system?
- b) Describe the difference between a “gray market” and a “black market”
- c) How does a channel member’s actions add value?

**Q3)** Answer any 01 out of 02 (10 marks each)

- a) How can organizations adapt to the changing channel landscape ? Explain

OR

- b) How can a company use the channel trust and relationship cycle to build relationships with its customers?

**P.T.O.**

**Q4)** Answer any 01 out of 02 (10 marks each)

- a) Create a flowchart showing how the relationship between an upstream & downstream channel affects the flow of data?

OR

- b) How can digital channels be used to increase customer engagement?

**Q5)** Answer any 01 out of 02 (10 marks each)

- a) Assess the strengths & weaknesses of a marketing channel strategy for launching a new business.

OR

- b) Design a strategy for utilizing channel cooperation to reduce the intensity and severity of a political conflict.



Total No. of Questions : 5]

SEAT No. :

**P-3869**

[Total No. of Pages : 2

**[6025]-4005**

**M.B.A.**

**SC-PRJ-05-403-PRJ : Procurements and Contract  
Management in Projects  
(2021 Pattern) (Semester - IV)**

*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 5 questions :

**[5 × 2 = 10]**

- a) Definition of procurement management.
- b) Two role of a procurement manager.
- c) Two objectives of contract management.
- d) Full form of 'EMD'.
- e) Two types of payments to contractors.
- f) Full form of EVM.
- g) Project close-out checklist

**Q2)** Any 2 out of mentioned 4 :

**[2 × 5 = 10]**

- a) Centralised procurement Vs Decentralised procurement.
- b) Turnkey contracts Vs non-turnkey contract.
- c) Letter of intent.
- d) Legal aspects of procurement management

**Q3)** Define project procurement management along with “6 major project procurement process.” **[10]**

OR

Elaborate the skill sets requirement of a project manager and what are role and responsibilities he/she has to perform.

**P.T.O.**

**Q4)** Explain contract management, what are the objectives of it. Discuss any “two types” of contract. **[10]**

OR

Explain “Procurement management plan,” scheduling and budgeting, also the challenges a project manager faces while procurement takes place.

**Q5)** Define the “termination of any contractual relationship”. What are the rights available for buyers and sellers in case of any termination? **[10]**

OR

Explain “Risk management” its advantages in any project. What are the measures we should consider while doing risk analysis?



Total No. of Questions : 5]

SEAT No. :

**P3870**

[Total No. of Pages : 2

[6025]-4006

**S.Y. M.B.A. (Fintech)**

**404 SC : CURRENT TRENDS IN FINTECH**

**(2021 Pattern) (Semester - IV)**

*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) \_\_\_\_\_ is the ability of a computer program to understand human language as it is spoken and written.
  - i) Machine Learning
  - ii) Deep Learning
  - iii) Natural Language Processing
  - iv) Artificial intelligence
  
- b) Which of the following is the oldest Cryptocurrency?
  - i) Ether
  - ii) Bit coin
  - iii) Ripple
  - iv) Lite coin
  
- c) Which amongst the following is an example of Insurance fintech?
  - i) Coverfox
  - ii) Kissht
  - iii) Paytm
  - iv) None of the above
  
- d) IMPS stands for
  - i) Instant mobile payment system
  - ii) Immediate payment system
  - iii) Immediate mobile pay service
  - iv) None of the above
  
- e) Why Fintech is important in Business World
  - i) Cost effective
  - ii) Higher security
  - iii) Speed and Convenience
  - iv) All of the above

**P.T.O.**

- f) \_\_\_\_\_ are digital only banks that operates without any physical branches or Legacy Systems.
- i) Payment Bank
  - ii) Digital Bank
  - iii) NEO Bank
  - iv) Tradital Bank
- g) The term \_\_\_\_\_ refers to the billions of physical devices around the world that are now connected to the internet, all collecting and sharing data.
- i) Internet of thing
  - ii) Block chain
  - iii) Artificial intelligence
  - iv) API's

**Q2) Solve any Two** **[2×5=10]**

- a) Explain in detail Crowd funding.
- b) What is Application Process Interface and how it helps in development of Fintech Applications?
- c) Explain various payment systems in details.

**Q3) Solve Any One.** **[10]**

- a) What is Fintech? Explain the need of Fintech and its advantages & disadvantage.
- b) How Artificial Intelligence is making contribution in success of real estate sector.

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

- a) State scilent features of various acts that governs digital transactions in India.
- b) What is the meaning of Business process engineering? State the issues which can be resolved with the help of Business process engineering?

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

- a) What is the business Model of peer to peer lending tech companies explain it with suitable examples.
- b) Explain Cryptocurrency in detail. State the advantages and disadvantages.



Total No. of Questions : 5]

SEAT No. :

P-4215

[Total No. of Pages : 2

[6025]-4007

M.B.A. (Semester - IV)

404-DM : MARKETING 5.0

(2021 Pattern)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *Attempt all questions.*
- 2) *Make suitable assumptions wherever necessary.*
- 3) *All questions carry equal marks.*

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

- a) Recall 'Marketing Funnel'.
- b) Summarize the elements of 'Marketing 5.0'.
- c) Define 'Agile Marketing'.
- d) Enlist 'New customer experience touch points'.
- e) Enlist 'SDG Goals'.
- f) Summarize 'Next Tech' with examples.
- g) Enlist 4 dimensions of Digital readiness by industry.
- h) Recall 6 ways by which 'Technology mimics Humans'-Bionics.

**Q2)** Solve any Two of the following : **[10]**

- a) Differentiate between 'Z and Alpha' generation.
- b) Compare and contrast 'New CX Vs New Tech'.
- c) Discuss 5A's for a product of your choice from marketer's perspective.

**Q3)** a) 'Understanding what Automation and Human touch point can deliver, is the first step in designing an excellent omni customer experience'. Analyze the statement. **[10]**

OR

- b) "Machines are cool but Human are warm". Discuss in context to customer experience across the touch points. **[10]**

**P.T.O.**



**Q4) a)** How Humans & Technology create the balance which help to improve customer experience? Comment. **[10]**

OR

b) 'With Predictive Analytics marketers have a powerful tool at their disposal to enhance decision making'. Analyze in context to Predictive Brand Management. **[10]**

**Q5) a)** Most common basis for customer tiering is the 'Customer Lifetime Value' (CLV). Elaborate in context to fired customer service interface. **[10]**

OR

b) The application of Agile principles in marketing project management requires quick and concise documentation Develop. A one page Agile marketing worksheet for a watch Retailer. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3871**

[Total No. of Pages : 2

[6025]-4008

**S.Y. M.B.A. (Project Management)**

**404 - PRJ - SC-PRJ - 06 : GOVERNANCE , CONTINUITY AND  
ETHICS IN PROJECT MANAGEMENT**

**(2021 Pattern) (Semester -IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions has internal options.*
- 2) *All question carries 10 marks.*
- 3) *Justify your answer with appropriate example (wherever needed).*

**Q1)** Attempt any five.

**[5×2=10]**

- a) Definition of Project management.
- b) Two needs of project management.
- c) Full form of “BCP”.
- d) Define “Corporate Management Governmance.
- e) Two characteristics of an Ethical Manager.
- f) Two barriers in Ethical Decision making.
- g) Two Ethical issues in Human resources Management.

**Q2)** Write short notes on any two.

**[2×5=10]**

- a) Corporate decision Vs Ethical Decision.
- b) Project planning.
- c) Quality planning.
- d) Risk Management in Project Management.

***P.T.O.***

**Q3)** Explain “Business continuity process” and 7 steps of it with a suitable example. **[10]**

OR

Elaborate “project management governance framework” and its core elements of it. **[10]**

**Q4)** Analyse the characteristics of an Ethical manager? What are the skill sets needed for it. **[10]**

OR

Elaborate the “benefits of maintaining professional ethics. How ethical behaviour help the organisation to grow, explain it with an example. **[10]**

**Q5)** Explain “Risk management” and what are the challenges an ethical managers faces while analysing Risk for a project. **[10]**

OR

Analyse the “Ethical Voilation in workplace” and what are the consequences of Ethical Decisions ; explain it with an example. **[10]**



Total No. of Questions : 5]

SEAT No. :

P-3872

[Total No. of Pages : 2

[6025]-4009A

S.Y. M.B.A.

**405 GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT**

**(2021 Pattern) (Semester - IV)**

*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 :

**[5 × 2 = 10]**

- a) Define Global Strategic Management.
- b) Define Market Intelligence.
- c) What is 'Licensing'?
- d) Define 'Piggybacking'.
- e) Explain Competitive Advantage.
- f) Define Market Intelligence.
- g) Define Glocalization.
- h) What is Country Attractiveness?

**Q2)** Answer any two out of the following :

**[2 × 5 = 10]**

- a) What do you understand by learning organization?
- b) What are the various factors that globalization?
- c) What are the various criteria for successful alliance?

**Q3)** a) Define Strategic Alliance. Explain the typology and Framework of Strategic Alliance. **[10]**

OR

- b) Explain the various ways of designing the global organization.

**P.T.O.**

**Q4) a)** What is market intelligence? What are the Key Success Factors of World Class Market Intelligence? **[10]**

OR

b) Explain in detail the various theories of organizational adaptation?

**Q5) a)** Explain global strategic management. Explain the strategic management process. **[10]**

OR

b) Explain global mergers and acquisitions. Explain the rationale for cross-border M&A's.



Total No. of Questions : 5]

SEAT No. :

**P3873**

**[6025]- 4010**

[Total No. of Pages : 2

**S.Y.M.B.A. (Project Management)**

**406-GE-UL-20 : TECHNOLOGY COMPETITION & STRATEGY**

**(2021 Pattern ) (Semester - IV)**

*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 out of eight (2 marks each).

- a) What is the simplest term of Technology?
- b) What are the various characteristics of technology and competitive advantage?
- c) Define Artificial Intelligence.
- d) List any two key principles for data collection.
- e) What are the various levels of technological intelligence?
- f) List any two aspects which will affect the technological change?
- g) State any two mechanisms for data collection.
- h) What are the technological characteristics of competitive domain?

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

- a) Differentiate between Business strategy and Technology strategy in detail.
- b) Explain “Technological Advancement in Society” with examples.
- c) What is Technological Intelligence? Explain the importance of technological intelligence in today’s era?

**Q3)** Answer any one out of two (10 marks each)

- a) Evaluate the technological performance of “Amazon” using SWOT matrix.

OR

- b) Evaluate the performance of any 4 brands by “Nestle” using BCG Growth-Share matrix.

**P.T.O.**

**Q4)** Answer any one out of two (10 marks each).

- a) You are working in an FMCG company which is now shifting towards automation. You being an I.T. professional in the company, what different technological strategies you will suggest to the company so that maximum risks are mitigated & more productivity is achieved. Explain.

OR

- b) You have joined as a tech advisor in a company where you found that a big section of the company is managing its database through local spreadsheets. What is the risk percentage to the company in this situation and what different measures you would suggest the company to reduce the risk factors? Explain in detail.

**Q5)** Answer any one out of two (10 marks each).

- a) Create a questionnaire for carrying out a survey of “Quick Heal Antivirus” by using the concept of product Evaluation matrix.

OR

- b) Explain collaborative arrangements in the domain of technological strategy & also explain the strategic & operational reasons for collaborative arrangements.



Total No. of Questions : 5]

SEAT No. :

P-4216

[Total No. of Pages : 2

[6025]-4012

M.B.A.

**(408) GE-UL-22 : CORPORATE SOCIAL  
RESPONSIBILITY & SUSTAINABILITY**

**(2021 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) Obstructionist & defensive approach of CSR.
- b) List out the various benefits of CSR.
- c) Define CSR and trace its evolution.
- d) Which are the funds specified in Schedule VII of the Act for the purpose of CSR contribution?
- e) What are the drivers of CSR in India?
- f) Define relationship between good leadership and CSR.
- g) Four broad aspects of CSR.
- h) How do you develop CSR commitments?

**Q2)** Solve any 2 out of 3 :

**[2 × 5 = 10]**

- a) Discuss the guidelines enumerated by the Companies Act 2013 for Corporate Social Responsibility.
- b) What are the roles of CSR committee in formulating policies?
- c) What responsibilities does a business hold towards stakeholders in CSR?

**P.T.O.**



**Q3) Solve (a) or (b) : [10]**

- a) Give a detailed descriptions of the various stakeholders and analyse their relationship to business.

OR

- b) There are two opposing principles guiding the operations of corporate bodies :
- i) the “business of business is business” principle, and
- ii) the “social contract” principle. Discuss.

**Q4) Solve (a) or (b) : [10]**

- a) How does corporate social responsibility influence on sustainable development of corporate? Discuss with example.

OR

- b) Do political lobbying affect corporate social responsibility? Elaborate with examples.

**Q5) Solve (a) or (b) : [10]**

- a) Corporate social responsibility as strategic instrument for creating sustainable corporate brand value.

OR

- b) Evaluate global reporting initiative guidelines on social, environmental, economic responsibility of a business.

