

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : PROJECT MANAGEMENT**

Day : Tuesday  
Date : 7/6/2022

**S-22813-2022**

Time : 02:00 PM-04:00 PM  
Max. Marks : 50

**N.B.:**

- 1) Attempt **Any THREE** questions from **Section – I** and **Any TWO** questions from **Section - II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in **SAME** answer book.

**SECTION - I**

- Q.1** What is Project? What are the attributes of Project? Explain the need of Project Management in brief. [10]
- Q.2** Explain the concept of work breakdown structure with example. Give the rules for work breakdown structure. [10]
- Q.3** Describe various team structures with their merits and demerits. [10]
- Q.4** What are the different kinds of Risk involved in IT Project? Discuss common sources of risk in IT Projects. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Advantages of using Project Management Software
  - b) CMM
  - c) Leadership Styles

**SECTION-II**

- Q.6** Draw the activity network diagram and find earliest start time and earliest finish time. Also find critical path. [10]

Activity	Predecessor	Time (Week)
A	-	10
B	A	11
C	B	9
D	B	8
E	D	7
F	B	6
G	F	5
H	C,E,G	10
I	H	11
J	I	5

- Q.7** a) “Change is the only constant thing in Project Management”. Justify your answer. [05]
- b) Explain how Gantt Chart can be used for monitoring and controlling Project. What are limitations of it. [05]
- Q.8** Assume that you are the Project Manager for construction of warehouses. You have witnessed that your team members are not efficiently working. The project is going beyond expected time and budget. As a project manager, how would you handle the situation? What would you do to build a high-performance project team? [10]

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**

**M.B.A Sem-IV :SUMMER- 2022**

**SUBJECT : SALES & DISTRIBUTION MANAGEMENT & B2B**

Day : Wednesday

Time : 02:00 PM-04:00 PM

Date : 8/6/2022

**S-22814-2022**

Max. Marks : 50

**N.B.:**

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** Give significance of sales management in business today. Describe the skills required by the modern sales manager. (10)
- Q.2** What is a Sales Budget? Give purpose of sales budget. (10)
- Q.3** What is sales territory? How should a sales manager assign sales people to territories? (10)
- Q.4** Explain briefly the steps involved in designing an effective compensation plan for the sales people. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Channel conflict
  - b) Difference between logistics and supply chain
  - c) Sales Quotas

**SECTION-II**

- Q.6** As a consultant to various types of organization, suggest alternative organization structure by taking into account the type of goods, company manufactures. (10)
- Q.7** What standards will you consider for evaluating the performance of your sales force on daily, weekly, monthly and yearly basis? What outcome do you expect from your sales force by setting the standards? Comment with suitable examples. (10)
- Q.8** As a consultant to FMCG company suggest alternate distribution strategy for improving efficiency in logistics management. (10)

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : INTEGRATED MARKETING COMMUNICATIONS**

Day : Thursday  
Date : 9/6/2022

**S-22815-2022**

Time : 02:00 PM-04:00 PM  
Max. Marks : 50

**N.B.:**

- 1) Attempt Any **Three** questions from **Section-I.** and Any **Two** questions from **Section-II. All questions carry equal marks.**
- 2) Answers to both Section should be written in Same answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** What is integrated marketing communication? Explain its advantages and disadvantages. (10)
- Q.2** What are the pros and cons of print, outdoor and social media? (10)
- Q.3** What is an ad appeal? Emphasize the role of rational and emotional appeals. (10)
- Q.4** As a public relation officer of a company, what steps will you take in the event of a crisis in the organization? Make your own assumptions. (10)
- Q.5** Write Short Notes on **Any Two** of the following: (10)
- i) Refund and rebate
  - ii) Film based merchandising
  - iii) Objections to advertising

**SECTION - II**

- Q.6** You have been appointed as a marketing manager of a company which has come out with a software to keep the retired community engaged and happy. Design an advertisement using integrated marketing communication. (10)
- Q.7** What steps will you take to promote a new international school in your city? (10)
- Q.8** Choose any two appropriate media to market antiques. How will you ensure its success? Make your own assumptions. (10)

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : CORPORATE FINANCE**

Day : Friday  
Date : 10/6/2022

**S-22818-2022**

Time : 02:00 PM-04:00 PM  
Max. Marks : 50

**N.B.**

- 1) Attempt **ANY THREE** questions from Section – I.
- 2) Attempt **ANY TWO** questions from Section – II.
- 3) Figures to the **RIGHT** indicate **FULL** marks.
- 4) Answers to both the sections should be written in **SAME** answer book.

**SECTION – I**

- Q.1** Explain in detail the concept of over capitalization and under capitalization. (10)  
Discuss the causes of both.
- Q.2** Discuss the characteristics of sound financial planning and elaborate on the factors (10)  
affecting financial planning.
- Q.3** Explain inventory control management and write the various techniques of (10)  
inventory control.
- Q.4** What do you mean by Demerger. Explain its characteristics. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Corporate governance
  - b) Receivable management
  - c) Effective cross border M & A

**SECTION – II**

- Q.6** Discuss the legal and Regulatory framework of Mergers and Acquisition (10)  
according to Company Act 1956 and 2013.
- Q.7** Company Acqua is into shoe manufacturing. Company Beta is into shoe trading (10)  
business. Both companies want to merge together based on share exchange ratio. It  
is decided that merger share exchange ratio will be based on market price of both  
companies. Details of companies are as follows :

Particulars	Acqua	Beta
Profit before Tax	20,00,000	10,00,000
Tax rate	30%	30%
No. of shares	10,000	5,000
Market price per share	500	100

Calculate :

- i) Share Exchange Ratio
- ii) New no. of shares
- iii) Post merger Market Capitalization.

- Q.8** Calculate Economic Order Quantity from following data and also its cost. (10)

Particulars	Details
Annual demand	5000 units
Purchase price	Rs. 100
Tax on purchase price	5%
Order size	100 units
Carrying cost per unit	Rs. 5
Ordering cost per order	Rs. 50

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : INTERNATIONAL FINANCIAL MANAGEMENT**

Day : Saturday  
Date : 11/6/2022

**S-22819-2022**

Time : 02:00 PM-04:00 PM  
Max. Marks : 50

**N.B.**

- 1) Attempt any **THREE** questions from section-I and any **TWO** questions from section-II.
- 2) Answer to both section should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION - I**

- Q. 1** What do you mean by Documentary Credit? Explain the Documentary Credit Mechanism. (10)
- Q. 2** Discuss various tools and techniques of Foreign Exchange Risk Management (10)
- Q. 3** Write detailed note on Pre –Shipment Finance and Post- Shipment Finance with suitable Examples. (10)
- Q. 4** Distinguish between Domestic Finance and International Finance with suitable Examples. (10)
- Q. 5** Write short notes **ANY TWO** of the following : (10)
- a) Bretton Woods System
  - b) Foreign Direct Investment
  - c) Purchasing Power Parity
  - d) Double Taxation Avoidance Agreement (DTAA)

**SECTION - II**

- Q. 6** “International Trade impacts the Country’s Economy” Comment with suitable Examples. (10)
- Q. 7** Elaborate the concept and components of Balance of Payments. Discuss it with reference to any Developing Country. (10)
- Q. 8** What do you mean by International Capital Budgeting? Explain Adjusted Present Value Model. (10)

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**

**M.B.A Sem-IV : : SUMMER - 2022**

**SUBJECT : COMPENSATION & BENEFITS MANAGEMENT**

Day : Monday

Date : 13-06-2022

**S-22822-2022**

Time : 02:00 PM-04:00 PM

Max. Marks : 50

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**N.B.**

- 1) Attempt **ANY THREE** questions from **SECTION-I**. Each questions carries 10 marks.
  - 2) Attempt **ANY TWO** questions from **SECTION-II**. Each questions carries 10 marks.
  - 3) Answers to both Sections should be written in **SAME** answer book.
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**SECTION-I**

- Q.1** Discuss the factors affecting compensation and benefits management (10) decisions.
- Q.2** Explain different kinds of wage incentive plans. (10)
- Q.3** What is labour market? Discuss its role in compensation management. (10)
- Q.4** Discuss the reward management process with an example. (10)
- Q.5** Write short note **ANY TWO** of the following: (10)
- a) Pay for performance
  - b) Causes of high labour turnover
  - c) Compensation and organization structure

**SECTION-II**

- Q.6** As a Compensation Manager, which global compensation policies you will implement in your organization? And why? (10)
- Q.7** What steps you will follow as a Compensation Manager to design tax friendly package for your employees? (10)
- Q.8** Write a letter to your team members explaining about how to align compensation to organization culture. (10)

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : COMPETENCY MAPPING & PERFORMANCE MANAGEMENT**

Day : Tuesday  
Date : 14-06-2022

**S-22823-2022**

Time : 02:00 PM-04:00 PM  
Max. Marks : 50

**N.B.**

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

**SECTION – I**

- Q.1** Explain the meaning and significance of managerial competencies for effective work performance. (10)
- Q.2** Discuss the role of competency identification and mapping in developing managerial performance. (10)
- Q.3** Explain in detail the role of competency mapping in career development. (10)
- Q.4** What are the issues and challenges in performance management. (10)
- Q.5** Write short note on **ANY TWO**: (10)
- a) Job fit theory
  - b) Ethics in performance management
  - c) Documentation in performance management

**SECTION – II**

- Q.6** You are appointed as the HR head in a newly started banking organisation, design a training programme for developing managerial competencies for improving future performance and development of management. (10)
- Q.7** Your organisation is facing problems of poor performance of managerial staff due to their incompetency. Design a competency-based performance appraisal system to measure their competency and thereby suggest ways for improvement. (10)
- Q.8** As a HR expert prepare a detailed note on linkages of performance management to other HR processes and how to improve these processes with effective performance appraisal system. (10)

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MASTER OF BUSINESS ADMINISTRATION  
(COURSE)

(CBCS - 2020)

M.B.A. Sem-IV :SUMMER- 2022  
SUBJECT : INTERNATIONAL MARKETING

Day : Wednesday  
Date : 45-06-2022

5-22816- 2022

Time : 02.00 PM-04.00 PM

Max. Marks : 50

N.B.

- 1) Attempt **ANY THREE** questions from Section – I.
- 2) Attempt **ANY TWO** questions from Section – II.
- 3) Figures to the **RIGHT** indicate **FULL** marks.
- 4) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1 Define International Marketing. Explain how international marketing is important in today's context. (10)
- Q.2 Discuss the concept of Retail Internationalization. How international retailing has evolved? Elaborate. (10)
- Q.3 Explain the factors to be considered while selecting retail international market. Support your answer with suitable examples. (10)
- Q.4 'Political and Socio-cultural factors need to be considered while drafting the international marketing strategies.' Why? (10)
- Q.5 Write short notes on **ANY TWO** of the following: (10)
- a) Franchising
  - b) International Marketing Research process
  - c) Global Competition

SECTION – II

- Q.6 An Indian Manufacturing firm has two locally famous brands of incense sticks (Agarbattis). It is planning to enter foreign markets. Expand your advice regarding choice of markets abroad, as also the social, cultural challenges that the firm may face in these markets. (10)
- Q.7 Draw the international marketing strategy for an Indian company marketing readymade garments in USA. (10)
- Q.8 Discuss how a company can use satellite TV and deal effectively with different languages, cultures and legal systems in International Promotion. (10)

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : GLOBAL BUSINESS STRATEGIES**

Day : Thursday  
Date : 16-06-2022

**S-22817-2022**

Time : 02:00 PM-04:00 PM  
Max. Marks : 50

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**N.B.**

- 1) Attempt any **THREE** questions from Section - **I** and any **TWO** questions from Section - **II**.
  - 2) Figures to the **RIGHT** indicate marks.
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**SECTION – I**

- Q.1** What are the advantages of Globalization? Discuss with Examples. (10)
- Q.2** What is the importance of strategic management to Global Business? Explain with examples. (10)
- Q.3** Discuss the different types of organizational structures global companies use. (10)
- Q.4** What are the benefits of Ethics to Global Business organizations? Cite suitable examples. (10)
- Q.5** Write short notes on any **TWO** of the following (10)
- a) Global Business Environment
  - b) Types of Global strategies
  - c) Licencing and Franchising

**SECTION - II**

- Q.6** What is global strategy? Explain advantages of developing a global strategy with reference to post covid situation . Discuss with Indian examples. (15)
- Q.7** What are the global business Environmental Factors impacting business enterprises in FMCG Industry. (15)
- Q.8** Identify any two Global trends that influence Global business. Discuss its effects on (15)
- a) International trend in On line Shopping.
  - b) Trend in Hand made silver Jewellery shopping.

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : RDBMS WITH ORACLE**

Day : Monday  
Date : 20-06-2022

**S-22824-2022**

Time : 02:00 PM-04:00 PM  
Max. Marks : 50

**N.B.**

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

**SECTION – I**

- Q.1** What are data constraints? Explain Primary Key and Foreign Key with examples. (10)
- Q.2** What is SQL? Explain SELECT commands of SQL with its all clauses. (10)
- Q.3** What is a sequence? Describe the Syntax of creating sequence. How is a sequence referenced and used? Explain with example. (10)
- Q.4** Write short notes on any **TWO**: (10)
- a) DBMS vs RDBMS
  - b) SQL Data types and key words
  - c) ORDER by clause
  - d) PL/SQL Block

**SECTION – II**

- Q.5** Write SQL Queries for the following: (10)
- a) Create following tables with proper constraints  
Branch : Branch\_id (PK), Bname, City.  
Borrow : Loan\_No (PK), Customer\_name, Branch\_id (FK), Amount.
  - b) Insert 2 records in both table.
  - c) List out the details of Loan Number 35.
  - d) List the name of customers who have taken loan in the range of 30000 to 80000.
  - e) Give the name of customers who are borrowers of 'Virar' Branch.
- Q.6** What are Oracle functions? Explain aggregate functions of Oracle with examples. (10)
- Q.7** Write short notes on: (10)
- a) Cursor
  - b) Trigger

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : ENTERPRISE BUSINESS APPLICATIONS**

Day : Tuesday  
Date : 21-06-2022

**S-22825-2022**

Time : 02.00 PM-04.00 PM  
Max. Marks : 50

**N.B.**

- 1) Attempt **ANY THREE** questions from Section – I.
- 2) Attempt **ANY TWO** questions from Section – II.
- 3) Figures to the **RIGHT** indicate **FULL** marks.
- 4) Answers to both the sections should be written in **SAME** answer book.

**SECTION – I**

- Q.1** Define ERP. Explain in detail evolution of ERP and MRP. (10)
- Q.2** What is E-Commerce? Explain its advantages and disadvantages. (10)
- Q.3** Discuss the functionalities included in Human Resource module of the Enterprise Resource Planning Software. (10)
- Q.4** What is ERP implementation? List and explain various implementation methodologies in ERP. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Materials Management
  - b) Business Intelligence
  - c) Data Migration

**SECTION – II**

- Q.6** How ERP plays an important role in an organization? Explain with proper example. (10)
- Q.7** Explain in detail various product features of PeopleSoft ERP. (10)
- Q.8** Explain in detail Business Process Reengineering process for an car manufacturing industry. (10)

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : LOGISTICS & SUPPLY CHAIN MANAGEMENT**

Day : Friday

Date : 17-06-2022

**S-22820-2022**

Time : 02:00 PM-04:00 PM

Max. Marks : 50

Instructions:

- a. Attempt any THREE questions from Section I and any TWO questions from SECTION II.
- b. All questions carry EQUAL marks.
- c. Answers to both the Sections should be written in the SAME answer book.

**SECTION – I**

(30 Marks)

- Q.1. How concept of SR in SCM is useful in achieving customer satisfaction ?
- Q.2. What are the criteria used to select a particular transportation mode while managing SCM?
- Q.3. What are factors affecting logistics while deciding about pricing in logistics?
- Q.4. What are different store functions? Discuss.
- Q.5. Write short note on any two of the following.
  - a. EOQ model
  - b. Information flow in SCM
  - c. 3PL

**SECTION – II**

(20 Marks)

- Q.6. Information Technology is playing a greater role in managing the supply chains. Elaborate.
  - Q.7. How a Warehouse is playing its role in SCM? Explain it with the range of functions a warehouse can provide to stakeholders of a business.
  - Q.8. '4PL type is not going to have increased share in coming days'. If you agree or disagree, in both cases discuss it with suitable example.
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