

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**

**M.B.A. Sem-II : WINTER : 2023**

**SUBJECT : MARKETING MANAGEMENT**

Day : Monday

Time : 02:00 PM-05:00 PM

Date : 20-11-2023

**W-25960-2023**

Max. Marks : **100**

**N. B. :**

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

**SECTION – I**

- Q. 1** How would you explain the Product Life Cycle (PLC) stages and its influence on the marketing mix decisions? **(15)**
- Q. 2** Why do you think that, the study of consumer behaviour is of critical importance in Marketing? Discuss. **(15)**
- Q. 3** What are the different types of channel conflicts? List the ways to resolve such conflicts in an amicable manner. **(15)**
- Q. 4** What are the different pricing strategies a company can use to achieve its objectives? Explain by citing examples. **(15)**
- Q. 5** Outline the steps involved in a Marketing Research process and illustrate its importance in appropriate and timely decisions. **(15)**
- Q. 6** Write short notes on **ANY THREE** of the following: **(15)**
- a) Marketing Environment
  - b) Elements of promotion mix
  - c) Buying roles
  - d) Core concepts of Marketing

**SECTION – II**

- Q. 7** In the year 2015 Maggi – the fast food brand from Nestle faced lot of difficulties due to high level of lead content. It resulted in havoc in the entire instant noodles market in India. But in today's competitive market a loss of one is always a gain for another. The loss of Maggi noodles gave considerable edge to its competitors. The biggest gainer was Sunfeast Yipee noodles who grabbed a market share of 33 % as compared to 2014. At the same time the Patanjali noodles tried to capture the nostalgic emotions of indigenous product posed a serious threat to Nestle's Maggi noodles. For Maggi noodles, the north market remains a strong foot hold followed by east and west. The southern market remains the weakest region due to different food habits. In view of this, as a Marketing Manager of Maggi what all steps / measures would you take for regaining the trust of the customers and its market share? **(20)**

**P. T. O.**

**Q. 8** Sachin, an IIM alumnus decided to be an entrepreneur by choice. In (20)  
furtherance of it, he studied the food market in India and also the food habits  
of the people at large. The study revealed that there is a considerable demand  
for the nutritional food in the Indian market. Accordingly, he decided to  
venture into cultivation of mushrooms. Mushrooms are known to be the best  
alternative food for vegetarians as it offers nutrition and also health benefits.  
For Sachin fund raising was a serious handicap for mass production.  
However, the first trial batch of mushrooms produced by him was bought by  
a Star Hotel in Bangalore. Further, the hotel placed orders for the supply of  
20 kgs every day. The mushroom industry is run by small entrepreneurs, like  
Sachin. Another big player M/s. Ashtavinayak Mushrooms, equipped with  
cold storage facility was more interested in the export market. But Sachin's  
aim is to sell mushrooms in the entire Indian market. Mushrooms have a great  
market potential and is a perishable food. Considering this, what would be  
your suggestion on preserving the mushrooms and suitable distribution  
channels so as to make it available in the Indian market?

**Q. 9** A renowned sportswear brand wants to enter the Indian market. Accordingly, (20)  
it wants to develop new products exclusively meant for this market. The  
Managing Director of the company wants the products to be based on  
demographic variables. Discuss the demographic variables, the company  
should consider before developing a product which in turn, will ensure its  
success in the Indian market.

\* \* \* \* \*

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : WINTER : 2023

SUBJECT : FINANCIAL MANAGEMENT

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 22-11-2023

W-25961-2023

Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** 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 to be written in **SAME** answer book.

SECTION-I

- Q.1 Compare Profit Maximization V/s Wealth Maximization objectives of Financial Management by citing the arguments in favor and against each of them. (15)
- Q.2 Explain the concept of Fund Flow and Cash Flow statement also cite the differences between them. (15)
- Q.3 What is Working Capital? State its components in detail and describe the various types of Working Capital. (15)
- Q.4 Describe the various factors affecting the Capital Structure of a firm in detail. (15)
- Q.5 Discuss the concept of Dividend Decision and describe any two theories of Dividend Payments. (15)
- Q.6 Write Short Notes (**ANY TWO**): (15)
- a) Types of Leverages
  - b) Internal Rate of Return (IRR)
  - c) Significance of Ratio Analysis

SECTION-II

- Q.7 Moonlight Ltd. Has identified two Two Projects, P and Q whose following details are available. Initial Investment in both the projects is ₹ 7, 00, 000. Cost of Capital is 12%. (20)

Year	Project P	Project Q
1	110000	660000
2	260000	610000
3	360000	620000
4	560000	585000
5	760000	535000

(Discounting Factors by 12% are:0.893, 0.797, 0.712, 0.636 and 0.567)  
Recommend the most suitable project for investment by using the following techniques

- a) Discounted Pay Back Period
- b) Net Present Value
- c) Profitability Index.

Recommend the course of action on the basis of the evaluation.

P.T.O.

**Q.8** From the following information of STAR Ltd. Estimate the requirement of working capital. **(20)**

	Cost Per Unit (₹.)
Raw Material	30
Direct Labour	10
Overheads	08
<b>Total Cost</b>	<b>48</b>
Profit	12
<b>Selling Price</b>	<b>60</b>

The following other particulars are available

1. Total Units to be produced in a year 10,000 units.
2. Debtors are allowed 6 weeks credit period.
3. Suppliers are allowing 4 weeks credit period.
4. WIP remains in stock for one month.
5. Finished goods remain in stock for half month.
6. Raw materials in stock for one month.
7. Wages are paid with a time lag of one month.
8. Contingent Reserve is 20%.

**Q.9** Assess the after tax Cost of Capital for following: **(20)**

1. 8.5% Preference Share sold at Par of face value ₹. 100 each.
2. Perpetual Bond with 7% Rate of Interest.
3. 2 years 8%, ₹. 1000/- debenture sold at ₹. 950 less 4% underwriting commission.
4. An ordinary share selling at a market price of ₹. 140/- and current Dividend of Rs 8 per share which is expected to grow at 7%.

22112338-1011-Kolhapur

\* \* \* \* \*

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : WINTER : 2023

SUBJECT : HUMAN RESOURCE MANAGEMENT

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 24-11-2023

W-25962-2023

Max. Marks : 100

---

**N.B.**

1. Attempt **ANY FOUR** 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 **SAME** answer book.
- 

**SECTION – I**

- Q.1** What is Human Resource Management? Provide examples of its functions within an organization. (15)
- Q.2** Briefly describe the concept of demand forecasting in Human Resource Planning using any two methods of demand forecasting. (15)
- Q.3** List and explain various methods of employee training commonly used in organizations. (15)
- Q.4** Describe the components of a typical salary structure. How a well-structured salary system benefits both employees and the company? (15)
- Q.5** Define Performance Appraisal. Describe the key steps involved in performance appraisal process using suitable flow chart. (15)
- Q.6** Write short notes on **ANY THREE** of the following : (15)
- a) Key difference in Recruitment and Selection
  - b) Definition of Job analysis
  - c) Importance of Employee Relations
  - d) Job design

**SECTION – II**

- Q.7** In the context of employee relations, describe the role of HR Manager, as a mediator between employees and the organizations. Provide examples of situations where HR Manager's intervention is crucial. (20)
- Q.8** Your company is in a competitive industry and you need to attract top talent quickly. Describe 3 innovative recruitment techniques you would use to streamline the hiring process. (20)
- Q.9** You have been asked to improve the efficiency of a manufacturing department in your organization. Describe how you would conduct job analysis to identify the areas for improvement. (20)

\*\*\*\*\*

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-II : WINTER : 2023

SUBJECT : INTERNATIONAL BUSINESS

Day : Tuesday

Time : 02:00 PM-05:00 PM

Date : 28-11-2023

W-25963-2023

Max. Marks : 100

N.B.

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

SECTION: -I

- Q.1 Define the term International Business. Explain the various market entry strategies. (15)
- Q.2 Discuss the Pros and Cons of Globalization. (15)
- Q.3 Explain the Absolute Cost Advantage Theory of International Trade with suitable illustration. (15)
- Q.4 Differentiate between Balance of Trade (BOT) and Balance of Payments (BOP). (15)
- Q.5 Discuss various levels of Trade/Economic Integration. How do they differ from each other? (15)
- Q.6 Write Short notes on (**ANY THREE**) : (15)
- a) Scope of International Business
  - b) Hofstede Theory
  - c) Harmonized System of Classification
  - d) Nostro and Vostro Accounts

SECTION: -II

- Q.7 Discuss the General Provisions of Current Foreign Trade Policy in force. (20)
- Q.8 How are the disputes settled through the Dispute Settlement Mechanism of WTO? (20)
- Q.9 What is Exchange Rate? What are the different types of Exchange Rates? Discuss the factors that affect the Exchange Rate? (20)

\* \* \* \*

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**M.B.A. Sem-II : WINTER : 2023**  
**SUBJECT : PRODUCTION & OPERATIONS MANAGEMENT**

Day : Thursday  
Date : 30-11-2023

**W-25964-2023**

Time : 02:00 PM-05:00 PM  
Max. Marks : 100

**N.B.:**

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

**SECTION – I**

- Q.1** What is production and operations management? Explain the responsibilities of a production manager. [15]
- Q.2** Why is production planning and control is required? What are the main functions of production planning and control? [15]
- Q.3** What do you understand from Total Quality Management? What are the basic principles on which the concept is based? [15]
- Q.4** What is plant location? Explain different factors affecting on plant location with suitable examples. [15]
- Q.5** Why is effective plant maintenance important? Does this have any connection with organizational placement of the maintenance department? If so, what and why? [15]
- Q.6** Write short notes on **ANY TWO** of the following: [15]
- a) JIT (Just in Time)
  - b) TQM (Total Quality Management)
  - c) QA (Quality Assurance)

**SECTION – II**

- Q.7** A hospital procures the supplies of a material once a year. The total number procured is 2400 packages (in a year). This policy of procuring material once a year is being questioned. The accountant calculate the cost of inventory holding at ₹ 36 per package per year. It is also figured out that the costs of procurement add up to ₹ 1200 per order. What inventory policy would you advise to this hospital? How many order can place in a year? [20]
- Q.8** What important factors will you take into account while selecting location a plant? Illustrate your answer by taking following examples: [20]
- a) Sugar factory
  - b) Cement plant
  - c) Jewellery shop
  - d) Iron and steel plant
- Q.9** “Plant layout and material handling are akin to each other”. Do you agree? Can plant layout and material handling be planned separately? [20]

\* \* \* \*

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**M.B.A. Sem-II : WINTER : 2023**  
**SUBJECT : RESEARCH METHODOLOGY**

Day : Saturday

Time : 02:00 PM-05:00 PM

Date : 2/12/2023

**W-25965-2023**

Max. Marks : 100

**N.B.:**

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

**SECTION – I**

- Q.1** Describe the qualities of a good researcher and importance of research in managerial decision making. [15]
- Q.2** Describe the probability sampling methods with suitable examples. [15]
- Q.3** Discuss the steps involved in processing of data. [15]
- Q.4** Discuss the ethical issues in conducting research. [15]
- Q.5** What is meaning of research design? Explain the advantages and importance of research design. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Framing of hypothesis
  - b) Validity and reliability of data
  - c) Motivation for research
  - d) Attitude measurement scales

**SECTION – II**

- Q.7** What is meaning of research? Explain various steps involved in research process. [20]
- Q.8** An experiment was conducted to test the efficiency of chloromycetin in checking typhoid. In a certain hospital chloromycetin was given to 305 out of 432 patients suffering from typhoid. The number of typhoid cases were as follows: [20]

	Typhoid	No Typhoid	total
Chloromycetin	45	260	305
No chloromycetin	60	67	127
Total	105	327	432

Compute the  $\chi^2$  and test the effectiveness of chloromycetin in checking typhoid. (Given :  $\chi^2_{0.05} = 3.841$ )

- Q.9** Describe the questionnaire method of data collection. Prepare a questionnaire for a beauty soap manufacturing company to understand consumer preferences before launching a new beauty soap. [20]

\* \* \* \*



**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**M.B.A. Sem-II : WINTER : 2023**  
**SUBJECT : OPERATIONS RESEARCH FOR MANAGERS**

Day : Monday  
Date : 04-12-2023

**W-25966-2023**

Time : 02:00 PM-05:00 PM  
Max. Marks : 50

**N.B.:**

- 1) Attempt **ANY FOUR** from Section-I. Each question carries 15 marks.
- 2) Attempt **ANY TWO** from Section-I. Each question carries 20 marks.
- 3) Use of non-programmable **CALCULATOR** is allowed.
- 4) Answers to both the sections should be written in the **SAME** answer book

**SECTION-I**

**Q.1** Discuss the features and phases of Operations Research in detail. (15)

**Q.2** Solve the following L.P.P. by using Graphical Method. (15)

Minimize  $Z = 3x_1 + 2x_2$

Subject to the constraints

$$5x_1 + x_2 \geq 10$$

$$x_1 + x_2 \geq 6$$

$$x_1 + 4x_2 \geq 12$$

$$x_1, x_2 \geq 0$$

**Q.3** A company has a team of four salesmen and there are four districts where the company wants to start its business. The following is the profit per day in rupees for each salesman in each district. Find the assignment of salesmen to various districts which will yield maximum profit. (15)

Districts				
Salesmen	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>
A	16	10	14	11
B	14	11	15	15
C	15	15	13	12
D	13	12	14	15

**Q.4** Find I.B.F.S. of the following transportation problem by (15)

- i) NWCR      ii) VAM      iii) LCM

Destinations						
Sources	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	D <sub>5</sub>	Supply
S <sub>1</sub>	4	2	3	2	6	8
S <sub>2</sub>	5	4	5	2	1	12
S <sub>3</sub>	6	5	4	7	7	14
Demand	4	4	6	8	8	

**Q.5** A confectioner sells confectionary items. Past data of demand per week (in hundred kilograms) with frequency is given below. (15)

Demand per week	0	5	10	15	20	25
Frequency	2	11	8	21	5	3

Using the following sequence of random numbers generate the demand for the next 15 weeks. Also find the average demand per week.

35, 52, 90, 13, 23, 73, 34, 57, 35, 83, 94, 56, 67, 66, 60

**Q.6** Write short notes on **ANY THREE** of the following: (15)

- a) Scope of Operations Research
- b) Steps of Simulation process
- c) Expected pay off of perfect information (EPPI)
- d) Network analysis

**P.T.O.**

SECTION-II

Q.7 Determine the Optimum Solution for the following transportation problem. (20)

Destinations					
Sources	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	Supply
S <sub>1</sub>	21	16	15	3	11
S <sub>2</sub>	17	18	14	23	13
S <sub>3</sub>	32	27	18	41	19
Demand	6	10	12	15	

Q.8 a) Describe the steps of Hungarian Method. (10)

b) A food product company in contemplating the introduction of a new product with new packing to replace the existing product at higher price (A) or Moderate increase in sales (S). The marketing department of the company worked out the pay off in terms of yearly net profits for each of the strategies. The expected sales are represented as below. (10)

Pay off in lakh Rs.			
Strategies	State of Nature		
	S <sub>1</sub>	S <sub>2</sub>	S <sub>3</sub>
A <sub>1</sub>	7	3	1.5
A <sub>2</sub>	5	4.5	0
A <sub>3</sub>	3	3	3

What is Maximin strategy and Maximax strategy?

Q.9 A small maintenance project consists of the following jobs. (20)

Job	(1-2)	(1-3)	(2-3)	(2-5)	(3-4)	(3-6)	(4-5)	(4-6)	(5-6)	(6-7)
Duration in days	15	15	3	5	8	12	1	14	3	14

- a) Draw a network diagram.
- b) Calculate the earliest and latest time for each activity.
- c) Find the critical path.
- d) Compute the duration of the project.

\* \* \* \* \*