

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II : : SUMMER - 2022

SUBJECT : MARKETING MANAGEMENT

Day : Monday
Date : 23-05-2022

S-22778-2022

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 is meant by Customer Delight? Discuss it in the light of current business scenario. (10)
- Q.2** What is meant by buying motive? Illustrate the types of buying motives by giving suitable examples. (10)
- Q.3** What is meant by product life cycle (PLC)? What strategies will you adopt when the product is in its decline stage of the product life cycle (PLC)? (10)
- Q.4** Explain the importance of Marketing Research for new product development? What type of data will be required for launching new product in market? (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Marketing Vs selling
 - b) Types of intermediaries
 - c) Marketing planning
 - d) Levels of product

SECTION-II

- Q.6** What are different bases used for segmenting a market? Explain, how will you segment an industrial market? (10)
- Q.7** A renowned public sector aviation brand is incurring losses since last couple of years due various reasons. As a Customer Care Executive, design a questionnaire for taking feedback of its customers. (10)
- Q.8** Design a suitable marketing plan for an app based learning solutions. State your assumptions clearly. (10)

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II : : SUMMER - 2022

SUBJECT : FINANCIAL MANAGEMENT

Day : Wednesday
Date : 25-05-2022

S-22779-2022

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) 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** Define Financial Management and discuss in detail the arguments about how Wealth Maximization is Superior objective as compared to Profit Maximization. [10]
- Q.2** What is Capital Budgeting Decision? Explain the process of Capital Budgeting Decision and state its importance. [10]
- Q.3** State the meaning of Working Capital and elaborate the sources of raising Working Capital in detail. [10]
- Q.4** Explain the concept of Dividend Decision and describe the various factors affecting Dividend Decision. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Funds Flow and Cash Flow Statement
 - b) Ratio Analysis
 - c) Types of Leverages

SECTION – II

- Q.6** Assuming that a company pays income tax @ 40%. Calculate the after-tax cost of capital in following cases: [10]
- a) An 8.5% Preference Share sold at Par, redeemable after 5 years.
 - b) A Perpetual Bond with 8% rate of Interest.
 - c) A 2 years 8%, ₹ 1,000/- debenture sold at ₹ 950 less 4% underwriting commission.
 - d) A Preference Share sold at ₹ 100/- with 9% dividend and redemption price of ₹ 110/- and redemption period of 7 years.
 - e) An ordinary share selling at a market price of ₹ 120/- and current Dividend of ₹ 9 per share, which is expected to grow at 8%.

P.T.O.

- Q.7** A company whose cost of capital is 12% is considering two projects A and B. [10]
the following data are available:

	Project A (₹)	Project B (₹)
Investment	2,80,000	2,80,000
Year / Cash Flows		
1	40,000	2,00,000
2	80,000	1,60,000
3	1,20,000	80,000
4	2,00,000	40,000
5	2,20,000	40,000
	6,60,000	5,20,000

Recommend the suitable project for investment by using following techniques:

- Pay Back Period (simple)
- Net Present Value
- Profitability Index

- Q.8** Estimate the working capital requirement from the following information of [10]
Royal Ltd., Cost Per Unit is as follows:

Raw Material	₹ 40 per unit
Labour	₹ 10 per unit
Overheads	₹ 30 per unit
Total cost of Production	₹ 80 per unit
Number of units to be produced	20,000
Selling price per unit	₹ 100

- Credit period of 10 weeks is allowed to debtors.
- Creditors are paid after 4 weeks.
- Raw Materials are in stock for 6 weeks.
- Finished Goods are in stock 8 weeks.
- Work in process 4 weeks.
- Wages are paid with the time lag of 4 weeks.
- Assume cash balance 1,87,500.
- Provide a contingency margin of 10%.

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II : : SUMMER - 2022

SUBJECT : HUMAN RESOURCE MANAGEMENT

Day : Friday
Date : 27-05-2022

S-22780-2022

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 **SAME** answer book.

SECTION-I

- Q.1** Differentiate between Personnel Management and Human Resource Management. (10)
- Q.2** How does recruitment differ from selection? Explain various sources of recruitment. (10)
- Q.3** What different methods of Training are deployed by present Organizations? Explain any two methods of training citing their merits and demerits. (10)
- Q.4** Describe in detail process of Performance Appraisal. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Executive compensation
 - b) Fringe Benefits
 - c) Process of Job Evaluation

SECTION-II

- Q.6** Design a one week training program for a batch of twenty five MBA (Marketing) recruits to be placed as Marketing Representatives in 'Lifeline Pharma' after their successful training. Make the necessary assumptions. (10)
- Q.7** Underline the importance of Employee Relations Management (ERM) and discuss key issues in ERM. (10)
- Q.8** There is one vacancy for the post of Principal in Vibgyor International School. The recruitment team has forwarded applications of ten shortlisted candidates. As a selector, how will you plan the selection process to ensure that the best candidate is selected? (10)

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II : : SUMMER - 2022

SUBJECT : INTERNATIONAL BUSINESS

Day : Monday

Date : 30-05-2022

S-22781-2022

Time : 02:00 PM-04:00 PM

Max. Marks : 50

-
- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II
2) All questions carry **EQUAL** marks
3) Answer to both the section should be written in the **SAME** answer book.
-

SECTION-I

- Q.1 Define International Business. Explain the Nature and Scope of International Business. (10)
- Q.2 Define Globalisation. Explain the drivers of Globalisation. (10)
- Q.3 Explain the Porter's Diamond Model with appropriate diagram. (10)
- Q.4 State the difference between FERA and FEMA. (10)
- Q.5 Write Short Notes on (ANY TWO) (10)
a) Franchising
b) Components of BOP
c) SAARC
d) Types of Exchange Rates

SECTION-II

- Q.6 Explain the General Provisions of the Current Foreign Trade Policy. (10)
- Q.7 Write a detailed note of International Monetary Fund (IMF) (10)
- Q.8 What is Foreign Exchange Market? Explain the participants of Foreign Exchange Market. (10)

* * * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II : : SUMMER - 2022

SUBJECT : PRODUCTION & OPERATIONS MANAGEMENT

Day : Wednesday

Date : 01-06-2022

S-22782-2022

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) All questions carry **EQUAL MARKS**.
 - 3) Answers to both sections should be written in the **SAME** answer books.
-

SECTION-I

- Q.1** Explain difference between production and service operations. (10)
- Q.2** Describe Co-ordination of production and planning and control with other department. (10)
- Q.3** What is plant layout? Explain types of plant layout. (10)
- Q.4** Explain Need of maintenance. (10)
- Q.5** Write a short notes on **ANY TWO** (10)
- a) Just in Time (JIT)
 - b) Total Quality Management (TQM)
 - c) Material Requirement Planning (MRP)

SECTION-II

- Q.6** Which factors affecting on following plants (10)
- a) Iron Industry
 - b) Hospital
 - c) Sugar factory
- Q.7** Describe different types of service operations with examples. (10)
- Q.8** A company uses 75 numbers of an item/month. Each unit costs the company Rs.25/- The cost of putting through each order and inventory carrying charges per month are computed at Rs.36/- and 1.5% of the average inventory investment respectively in what economic lots, should the item be purchased to minimize total costs? (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-II :SUMMER- 2022
SUBJECT : RESEARCH METHODOLOGY

Day : Friday
Date : 3/6/2022

S-22783-2022

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

N.B.:

- 1) Attempt any **THREE** questions from Section –I and **TWO** questions from Section-II.
 - 2) All questions carry **EQUAL** marks.
 - 3) Answers to both sections should be written in **SAME** answer book.
-

SECTION-I

- Q.1** What do you mean by Research? Explain qualities of a good researcher. (10)
- Q.2** What is research design? Explain advantages and importance of research design. (10)
- Q.3** Discuss Probability and Non-probability sampling Techniques by citing examples. (10)
- Q.4** Explain concept of multivariate analysis of Data. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Precautions in writing a research report
 - b) Use of statistical software packages for research
 - c) Chi-square test

SECTION-II

- Q.6** Explain role of ICT in research by citing examples. (10)
- Q.7** “Interpretation is an art of drawing inferences depending upon the skill of the researcher”. Elucidate the given statement explaining the technique of interpretation. (10)
- Q.8** Describe in brief the layout of a research report covering all relevant points. (10)

* * * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II :SUMMER- 2022

SUBJECT : BUSINESS ENVIRONMENT

Day : Saturday

Date : 4/6/2022

S-22784-2022

Time : 02:00 PM-04:00 PM

Max. Marks : 50

N.B.:

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

SECTION – I

- Q.1** Explain the significance and scope of business environment analysis. **(10)**
- Q.2** Write a detailed note on present Fiscal policy and its role in business management. **(10)**
- Q.3** Define social and culture environment of business. Explain its impact on business decisions. **(10)**
- Q.4** Examine the implications of Globalization in Indian business context. **(10)**
- Q.5** Write Short Notes on ANY TWO of the following: **(10)**
- (a) Industrial policy
 - (b) Consumer protection act
 - (c) Importance of demographic environment

SECTION – II

- Q.6** Highlight the benefits of monitoring business environment. Discuss various techniques of scanning the business environment with suitable illustration. **(10)**
- Q.7** Outline the need and importance of performing social responsibility functions by business organization. **(10)**
- Q.8** Prepare a detailed report on importance of technology and innovations in business and role of government in providing promotional facilities. **(10)**
