

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-II :SUMMER : 2023
SUBJECT : MARKETING MANAGEMENT

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 3/5/2023

S-25960-2023

Max. Marks : 50

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** Which criteria would you use for evaluating the identified segmenting in the market? (15)
- Q.2** How would you explain the product life cycle (PLC) stages and its influence on the marketing mix decisions? (15)
- Q.3** a) What is meant by Personal Selling? (05)
b) How would you identify potential and qualified prospects for a product or service? (10)
- Q.4** List the steps involved in a Marketing Research Process. (15)
- Q.5** What are the different types of channel conflicts? List the ways to resolve such conflicts in an amicable manner. (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Elements of promotion mix
 - b) Consumer buying decision making process
 - c) Brand positioning
 - d) Types of intermediaries
 - e) Objectives of pricing

SECTION-II

- Q.7** A leading automobile manufacturing firm wants to launch its own electric vehicle in India. For doing so, it is necessary to understand the consumers' expectations and preferences about electric vehicles. Design a questionnaire for conducting a survey on it. (20)
- Q.8** A Multinational FMCG company known for its confectionery products, is planning to launch a new brand of 'chewing gum' in Indian markets. Chewing gum will be available nationwide in orange, mint and strawberry flavour. How would you promote this product in the Indian market? State your assumptions clearly, if any. (20)
- Q.9** A company dealing in processed food items has a major share in the Indian Sauce market. Research showed that there was a need for sauce with unique taste which could be taken with Indian as well as western snack foods. The company introduced 'Tomimli', a new tomato sauce with tamarind and tangy spices. The product is targeted at children in the age group of 14 years and above. How will you conduct the test marketing for this product? Justify. (20)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT : FINANCIAL MANAGEMENT

Day : Saturday

Time : 02:00 PM-05:00 PM

Date : 6/5/2023

S-25961-2023

Max. Marks : 50

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 the **SAME** answer book.

SECTION – I

- Q. 1** What is Financial Management? Explain Scope and Functions of Financial Management. (15)
- Q. 2** Explain in detail the following Sources of raising Long Term Domestic Finance: (15)
- a) Shares
 - b) Debentures
 - c) Retained Earning
- Q. 3** Define the term Working Capital and elaborate the various factors affecting the requirement of Working Capital in detail. (15)
- Q. 4** State the significance of Financial Statement Analysis and illustrate the techniques available for Financial Statement Analysis. (15)
- Q. 5** What is Dividend Policy? Elaborate the various factors determining Dividend Policy. (15)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Time value of Money
 - b) Leverages
 - c) Social Responsibility

P. T. O.

SECTION – II

Q. 7 Appraise the following Two Proposals by using following Capital Budgeting Techniques for AQUA Ltd. **(20)**

- i) Discounted Pay Back Period
- ii) Net Present Value
- iii) Profitability Index

Particulars	Project X	Project Y
1	1,00,000	6,50,000
2	2,50,000	6,00,000
3	3,50,000	6,00,000
4	5,50,000	5,75,000
5	7,50,000	5,25,000

Initial Investment in both the Projects is Rs. 10, 00,000. The discounting rate of the company is 10 % and the discounting factors are:
0.909, 0.826, 0.751, 0.683, 0.621

Recommend the course of action based on above evaluation.

Q. 8 Estimate the requirement of Working Capital for Blue Diamond Company to finance a level of activity of 1, 04,000 units. **(20)**

	Cost per Unit (Rs.)
Raw Material	80
Direct Labour	30
Over Heads	60
Total Cost	170
Profit	30
Selling Price	200

The following other particulars are available:

- a) Raw material are in stock on an average one month.
- b) Work in process for half month.
- c) Finished goods are in stock on an average one month.
- d) Credit allowed by suppliers in one month.
- e) Credit allowed to debtors is two months.
- f) Lag in payment of wages is one and half weeks.
- g) Lag in payment of overhead expenses is one month.
- h) One fourth of output is sold against cash.
- i) Cash in hand and at bank is expected to be Rs. 25,000/-

Q. 9 Assuming that PVR Ltd. pays income tax @ 40 %. Assess the after-tax cost of capital in following cases. **(20)**

- a) 8.5 % Preference Shares sold at par of face value Rs.100 each redeemable after 5 years.
- b) Perpetual Bond with 8 % rate of Interest.
- c) 2 years 8 % Rs. 1000/- debenture sold at Rs. 950 less 4 % underwriting commission.
- d) Preference Shares sold at Rs. 100/- with 9 % Dividend and redemption price of Rs. 110/- and redemption period of 7 years.
- e) An ordinary share selling at a market price of Rs. 120/- and current Dividend of Rs. 9 per Share, which is expected to grow at 8 %.

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT : HUMAN RESOURCE MANAGEMENT

Day : Tuesday

Time : 02:00 PM-05:00 PM

Date : 9/5/2023

S-25962-2023

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 sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Define Human Resource Management. How does HR function help to optimize the sustainability of organization? [15]
- Q.2** Describe the process of HR Planning with suitable example. [15]
- Q.3** What is selection? Explain important selection techniques used for selecting supervisory and managerial staff. [15]
- Q.4** Distinguish between base compensation and supplementary compensation. Explain the principles of wages and salary administration. [15]
- Q.5** Discuss the traditional methods of Performance Appraisal. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Training needs analysis
 - b) Job analysis process
 - c) Importance of Employee Relations Management
 - d) Evolution of Human Resource Management

SECTION – II

- Q.7** Critically appraise the framework for Employee Relations Management in India. [20]
- Q.8** Why is evaluation of training important? How will you evaluate the training effectiveness? [20]
- Q.9** Discuss the relationship among Job Analysis, Job Description and Job Specification. Provide formats of Job Description and Job Specification. [20]

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT : INTERNATIONAL BUSINESS

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 12/5/2023

S-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 indicate **FULL** marks.
- 3) Answer to both the section should be written in the **SAME** answer book.

SECTION – I

- Q.1 Describe Hofstede Cultural Dimension Theory. (15)
- Q.2 Explain the Comparative Advantage Theory and Interpret it with suitable example. (15)
- Q.3 What are the key provisions of FEMA Act, 1999? (15)
- Q.4 Define Foreign Exchange Market. Explain the functions and participants of Foreign Exchange Market. (15)
- Q.5 Explain the steps in Dispute Settlement Mechanism. (15)
- Q.6 Write short notes on **ANY THREE** of the following: (15)
- a) Nature of International Business
 - b) Drivers of Globalisation
 - c) Harmonised System (HS)
 - d) NAFTA
 - e) Direct and Indirect Quotes

SECTION – II

- Q.7 Indian Economy is considered as one of the best destinations for investment. Provide your arguments in light of Ease of doing business. (20)
- Q.8 What is Balance of Payment (BOP)? Differentiate between Balance of Trade and BOP. Explain the components of BOP statement. (20)
- Q.9 Indian Textile Emporium is a company engaged in Manufacturing and Trading of Textile Products within India. As a part of their Expansion Strategy the company is looking forward to entering into International markets. As a consultant to the company you are required to suggest suitable market entry strategies. (20)

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

Day : Monday

Time : 02:00 PM-05:00 PM

Date : 15-05-2023

S-25964-2023

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 sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is production system? Explain different types of production systems. [15]
- Q.2** “Effective production planning and control guarantees better utilization of machine and labour”. Discuss. [15]
- Q.3** What is maintenance management? Explain different types of maintenance with suitable examples. [15]
- Q.4** Why are plant locational decision important? Name and discuss the factors which need to be considered to arrive at ideal location of a plant? [15]
- Q.5** What is meant by plant layout? What are the classical types of plant layout? [15]
- Q.6** Write short notes on **ANY TWO** of the following: [15]
- a) Quality control
 - b) ISO-Certification
 - c) Enterprise Resource Planning

SECTION – II

- Q.7** The requirement of a particular size of oil seal for an automobile firm is estimated at 40,000 numbers for next year. The oil seal is available locally with a lead time of ‘2’ weeks and if costs ₹ 10/- each seal. The cost of order writing follow up, primary inspection and inwarding stores is computed at ₹ 50 per order. The holding cost is estimated at ₹ 2/- per unit for storage plus 20% per unit per year an account of opportunity cost of the capital. [20]
- a) How many units should the firm order at a time to optimize the inventory costs?
 - b) What is total annual inventory costs?
- Q.8** What important factors will you take into account while selecting location of a plant? Illustrate your answer by taking following examples: [20]
- a) Sugar factory
 - b) Caustic soda plant
 - c) Textile mills
 - d) Hospital
- Q.9** “Quality is basically the responsible of one who produces”. Discuss in this background, explain the role of Quality Control department. [20]

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT : RESEARCH METHODOLOGY

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 17-05-2023

S-25965-2023

Max. Marks : 100

N.B.

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

SECTION – I

- Q.1** Define research. Explain the types of research in brief. (15)
- Q.2** Discuss the possible sources of error in measurement and describe the test of validity and reliability. (15)
- Q.3** Explain the various steps involved in processing of data. (15)
- Q.4** Describe the term ‘interpretation of results’ in the context of research methodology. (15)
- Q.5** What precautions that the researcher should take while writing a research report? (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Motivations for doing research
 - b) Importance of sampling
 - c) References and bibliography
 - d) Ethical issues in conducting research

SECTION – II

- Q.7** What is primary data? Explain primary data collection methods in brief. (20)
- Q.8** What is sampling? Explain probability and non-probability sampling techniques in brief. (20)
- Q.9** On the basis of information given below about the treatment of 200 patients suffering from a disease state whether the new treatment is comparatively superior to the conventional treatment. (20)

No. of patients		
Treatment	Favourable response	No. response
New	60	20
Conventional	70	50

For drawing your inference, use the value of χ^2 for one degree of freedom at 5% level of significance viz. 3.84.

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 19-05-2023

S-25966-2023

Max. Marks : 100

N.B.:

- i) Attempt **ANY FOUR** questions from **Section – I** and Attempt **ANY TWO** questions from **Section – II**.
- ii) Use graph paper **wherever** necessary.
- iii) Answer to both the sections should be written in **SAME** answer book.
- iv) Use of non-programmable **Calculator** is allowed.

SECTION - I

Q.1 Describe the significance and scope of Operations Research in modern business management. (15)

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

$$\text{Maximize } Z = 20x_1 + 50x_2$$

Subject to the constraints

$$x_1 + 2x_2 \leq 10$$

$$x_1 + x_2 \leq 6$$

$$x_1 - x_2 \leq 2$$

$$x_1 - 2x_2 \leq 1$$

$$\text{and } x_1, x_2 \geq 0$$

Q.3 From the following information, find the allocation of Jobs to Machines to minimize the total processing time. (15)

Jobs	Machines			
	P	Q	R	S
A	32	26	34	30
B	26	25	24	22
C	20	22	24	25
D	39	37	35	41

Q.4 A confectioner sells confectionary items. Past data of demand per week in 100 kilograms with frequency is given below (15)

Demand Per Week (in 100 kg)	0	5	10	15	20	25
Frequency	12	21	38	20	6	3

Generate the demand for next 10 weeks using random numbers given below.

35, 52, 90, 13, 23, 73, 34, 57, 35, 83

Also find average demand per week.

P.T.O.

- Q.5** The following is a payoff (in Rs.) table for three strategies and three states of nature. (15)

Strategy	States of Nature		
	N ₁	N ₂	N ₃
A	2000	1200	1500
B	3000	800	1000
C	2500	1000	1800

Determine the optimal decision under

- Maximax criteria
 - Maximin criteria
 - Minimax regret
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- Historical background of Operations Research
 - Steps of simulation process
 - Difference between PERT and CPM
 - Decision tree
 - Restricted Assignment Problems

SECTION - II

- Q.7** A wholesale company has three warehouses from which supplies are drawn for four retail customers. The company deals in a single product. Conveniently, total supply at the warehouses is equal to the total demand from the customers. The table below gives the transportation costs per unit shipped from each warehouse to each customer (20)

Warehouse	Customer				Supply
	C ₁	C ₂	C ₃	C ₄	
W ₁	3	6	8	5	20
W ₂	6	1	2	5	28
W ₃	7	8	3	9	17
Demand	15	19	13	18	65

Determine what supplies to dispatch from each of the warehouses to each customer, so as to minimize overall transportation cost.

- Q.8** For the following project details (20)

Activity	Optimistic Time	Most likely Time	Pessimistic
1-2	3	4	5
1-3	2	3	4
2-4	3	5	7
3-4	5	5	5
4-5	6	8	10
5-6	12	14	15
6-7	10	11	12
6-8	8	10	14
7-8	7	8	9

- Draw a network diagram
 - Calculate the expected time for each activity.
 - Find critical path and expected duration to complete project.
- Q.9** a) Discuss the steps in Hungarian Method with suitable example. (10)
- b) Explain phases of Operations Research in brief. (10)