

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT : STRATEGIC MANAGEMENT

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 1/12/2023

W-25973-2023

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 **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1 What is Vision and Mission? Discuss the characteristics of both in detail with suitable example. [15]
- Q.2 What is Industry analysis? Briefly discuss the Porter's five force model. [15]
- Q.3 Explain the BCG Matrix and how it helps in assessing a company's business portfolio. [15]
- Q.4 Discuss corporate level strategies and provide examples for each. [15]
- Q.5 Describe McKinsey's 7s framework and its relevance in strategy implementation. [15]
- Q.6 Write short notes on **ANY THREE** of the following: [15]
- a) Levels of Strategy
 - b) Value Chain Analysis
 - c) GE 9 Cell Matrix
 - d) Functional Level Strategies
 - e) Types of Strategic Control

SECTION – II

- Q.7 What are the global challenges that organizations face in strategic management? How can they develop effective strategies for competing in global markets? [20]
- Q.8 Explain the Resource-Based View (RBV) of strategy. How do resources, capabilities and competencies contribute to competitive advantage? [20]
- Q.9 As a consultant corporate planner of a large MNC, how would you plan the environment for the different units located at different places and belonging to different industries? [20]

* * * *

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 5/12/2023

W-25974-2023

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 the **SAME** answer-book.

SECTION- I

- Q.1** Explain the objectives of Indian Contract Act, 1872. Define what is a valid contract along with capacity of the parties to enter into a contract. (15)
- Q.2** What are contract of Agency? Explain the different modes of creating an Agency? (15)
- Q.3** What are the essentials of contract of sale? Explain the different types of goods along with their classifications. (15)
- Q.4** Define Consumer. Discuss the rights of consumers under the Consumer Protection Act. (15)
- Q.5** Define Company. What do you understand by Memorandum of Associations? (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a. Consent
 - b. Types of Negotiable Instruments
 - c. Complaints under Consumer Protection
 - d. Indemnity

SECTION- II

- Q.7** Mr. A owner of an one person company enters into a dispute with one of its client Mr. B dealing with manufacturing side of his business. They went for an alternative dispute resolution opting for Arbitration as their dispute resolution forum in this regard explain the validity of an Arbitration Agreement. (20)
- Q.8** A company, being an artificial juridical person, does not die a natural death. It is created by law, carries on its affairs according to law throughout its life and ultimately is effaced by law. Generally, the existence of a company is terminated by means of winding up, explain what is compulsory winding up in this regard. (20)
- Q.9** A boy created a fake Facebook Account of a public figure and started sending defaming messages to various girls. Explain the above situation attracts which offence and section under the Information Technology Act, 2000. (20)

* * * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : INNOVATION, DESIGN THINKING & ENTREPRENEURSHIP
MANAGEMENT

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 6/12/2023

W-25975-2023

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 should be written in **SAME** answer book.

SECTION-I

- Q.1** Identify and describe the major challenges faced by entrepreneurs in today's business environment. How can entrepreneurs overcome these challenges to achieve success? **(15)**
- Q.2** Explore the sources of innovation and provide examples of each source. How do these sources contribute to an organization's innovation process? **(15)**
- Q.3** Discuss strategies and approaches for driving intra-organizational innovation. Provide examples of companies that have successfully implemented these strategies. **(15)**
- Q.4** Identify and explain the common barriers to creativity in organizations. How can both organizational and personal factors be addressed to promote creativity? **(15)**
- Q.5** Define a business model and discuss its significance in creating and capturing value in an organization. How does it differ from conventional industry logic? **(15)**
- Q.6** Write short notes on any **THREE** of the following: **(15)**
- a) Role of Institutions in promoting entrepreneurship
 - b) Incremental Innovation
 - c) Innovation in work environment
 - d) Six Hat Thinking exercises
 - e) Business pitching

SECTION-II

- Q.7** Jet Corporation is a well-established manufacturing company with a long history of producing traditional products. In recent years the company has been facing increasing competition. To stay competitive and relevant in the rapidly changing business landscape, Jet Corporation leadership has recognized the need of innovation. What are the key entrepreneurial traits and characteristics that Jet Corporation should look for in its team members to lead the innovation efforts? **(20)**
- Q.8** "Product disaster can be a fertile ground for innovation." Do you agree or not. Give your comments with suitable examples. **(20)**
- Q.9** You are planning to launch a fitness center in your city. Discuss your value proposition. State your assumptions. **(20)**

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT : CONSUMER BEHAVIOUR

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 7/12/2023

W-25976-2023

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** Why consumer study is so important in the field of Marketing? Which kind of buying roles are played by consumers in the market? (15)
- Q.2** What are internal and external consumer determinants of consumer buying behavior? (15)
- Q.3** Describe the various stages of consumer buying decision making process? (15)
- Q.4** Describe diffusion of innovation process in detail? (15)
- Q.5** What is difference between organizational buying decision making and consumer buying decision making process? (15)
- Q.6** Write short notes on **ANY TWO** of the following: (15)
- a) Howard Shet model.
 - b) Engil – Kollat – Blackwell model.
 - c) Nicosia model.
 - d) Post purchase Dissonance

SECTION – II

- Q.7** You are appointed as manager marketing by the company manufacturing detergent powder, you have asked to develop consumer buying behavior survey to identify different segments? (20)
- Q.8** A company manufacturing chemical fertilizers have appointed you as manager marketing and ask to prepare a plan to study buyer's perception? (20)
- Q.9** A company manufacturing Chocolate wants to diversify its segment from teenagers to youngsters, you are asked to prepare a plan to target youngsters to influence towards the brand? (20)

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 8/12/2023

W-25977-2023

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 Which strategies will you use for shifting the demand so as to match the serving capacity? Illustrate in brief. (15)
- Q. 2 What are the determinants / Service quality dimension of service quality? (15)
- Q. 3 Which pricing strategies a service firm can use for furthering its business interests? Give examples. (15)
- Q. 4 Outline the stages in new service development. (15)
- Q. 5 How will you classify the services? Illustrate. (15)
- Q. 6 Write short notes on **ANY THREE** of the following: (15)
- a) Goods v/s Services
 - b) Service profit chain
 - c) Self-service technologies
 - d) SERVQUAL

SECTION – II

- Q. 7 Fresh Beans a producer of coffee beans, plans to enter retailing by starting its retail coffee outlets, Fresh B's in commercial areas of metros like Delhi, Mumbai, Bangalore and Chennai, simultaneously. What are the major specifications it should consider in its marketing mix elements? (20)
- Q. 8 While analysing the continuing poor financial performance of an airline service for the past seven quarters, a marketing research analyst opined that, the failure can be attributed to the airline's lack of focus on one of the key characteristic of a service namely perishability. As a result of this, it experienced lower occupancy rate which eventually led to less sales volume per flight. What are the key characteristics which make services marketing different from product marketing? Which among them will affect the airline industry most? (20)

P. T. O.

Q. 9 Half of India's GDP growth in the 90's came from the growth in the services sector. Amongst the big names to have entered services in India are Reliance Industries Limited and HUL. One to the industrial conglomerate, Reliance Industries Limited ventured into the services sector through its telecom. OTT platform and retailing operations in the Indian market. Critically comment on the Reliance Jio Fiber's marketing mix. **(20)**

* * * * *

081223-m-iom-kolhapur

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : REGULATORY ASPECTS OF INTERNATIONAL BUSINESS

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 14-12-2023

W-25978-2023

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** What is Choice of Law? Explain the factors influencing choice of law. (15)
- Q.2** Discuss the Statutes framed by Country of Origin. (15)
- Q.3** State and Explain the functions of Bank for International Settlement and its role in Regulations of International Banking. (15)
- Q.4** What is Smithsonian Agreement? Explain the agreement in detail. (15)
- Q.5** Describe the Sales of Goods Act. (15)
- Q.6** Write Short notes on (**ANY THREE**) : (15)
- a) Nature of Cross Border Trade
 - b) High Financial Gearing
 - c) Snake in Tunnel
 - d) UCPDC-ICC Publication

SECTION: -II

- Q.7** Discuss the Regulation of Monetary System from period between wars to Euro. (20)
- Q.8** What is FEDAI? Discuss the role and rules of FEDAI. (20)
- Q.9** What is International Debt Crisis? Explain the Herstst Bank Crisis in detail. (20)

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : EXPORT IMPORT POLICIES, PROCEDURES & DOCUMENTATION

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 15-12-2023

W-25979-2023

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** Discuss the nature and scope of International Business. (15)
- Q.2** Explain the Important Acts for International Trade (15)
- Q.3** Discuss Cross Border Payment Settlements with respect to Documentary Credit. (15)
- Q.4** Explain the functions of International Logistics Agencies within India. (15)
- Q.5** Enlist the ports in India and explain Port Efficiency and Productivity. (15)
- Q.6** Write Short notes on (**ANY THREE**) : (15)
- a) Custom Clearance
 - b) Advanced Payment Method
 - c) Objectives of International Trade Logistics
 - d) Freight Forwarder

SECTION: -II

- Q.7** Assume that you are an exporter. Explain in detail about how you are handling insurance and transportation. (20)
- Q.8** Discuss the framework of International Business and its role in trade composition. (20)
- Q.9** Explain Containerization in detail. (20)

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 9/12/2023

W-25980-2023

Max. Marks : **100**

N.B.

- 1) Answer **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 the **SAME** answer book.
- 4) Use of non-programmable calculator is allowed.

SECTION – I

- Q.1** What do you mean by Technical Analysis? Distinguish between Fundamental Analysis and Technical Analysis with suitable examples. (15)
- Q.2** Explain the concept and process of Portfolio Management. (15)
- Q.3** Elaborate concept of Optimal Portfolio, Efficient Frontier and Indifference Curve with appropriate examples. (15)
- Q.4** Discuss various Equity Management Strategies. According to you, which strategy is best and why, justify with suitable examples. (15)
- Q.5** Elaborate the concept and forms of Efficient Market Hypothesis. (15)
- Q.6** Write short note on **ANY TWO**: (15)
- a) Dow Theory
 - b) Types of Derivatives
 - c) Current scenario of Investment in India

SECTION – II

- Q.7** What do you mean by Mutual Fund? Explain the types of Mutual Fund Schemes. Recommend any two schemes for individuals who want to earn regular income. (20)
- Q.8** a) “Risk can be reduced but cannot be eliminated in Investment”. Justify with suitable example. (13)
- b) The following information is available: (07)

Particulars	Stock X	Stock Y
Expected Return	15 %	13 %
Standard Deviation	14 %	10%
Coefficient of Correlation	0.60	

- a) What is the covariance between Stock X and Y?
- b) What is the expected return and risk of a portfolio in which X and Y have weights of 0.6 and 0.4 respectively.

P.T.O.

Q.9

The return of two assets under four possible states of nature are given below:

(20)

State of Nature	Probability of occurrence	Return on Asset 1(%)	Return on Asset 2 (%)
1	0.2	-5	10
2	0.2	15	12
3	0.4	18	14
4	0.2	22	18

- What is the standard deviation of the return on Asset 1 and Asset 2?
- What is the covariance between the returns on Asset 1 and Asset 2?
- What is the coefficient of correlation between the returns on Asset 1 and Asset 2?
- If the proportion of Asset 1 is 0.40 and remaining for other than calculate the portfolio risk and return.

* * * *

091223-m-iom-kolhapur

.....

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : MANAGEMENT OF FINANCIAL SERVICES

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 11/12/2023

W-25981-2023

Max. Marks **100**

N.B.

- 1) Answer **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 the **SAME** answer book.

SECTION – I

- Q.1** Discuss the classification of Indian Financial Market and explain the features of each market. **(15)**
- Q.2** Define Merchant Banking and discuss the services rendered by Merchant Bankers. **(15)**
- Q.3** Elaborate the concept of Credit Rating? Discuss functions of Credit Rating Agencies in India. **(15)**
- Q.4** “Mutual Funds provide stability to share prices, safety to investors and resources to prospective entrepreneurs.” Discuss. **(15)**
- Q.5** Define the concept of Hire Purchasing and explain the difference between Hire Purchasing and Lease Financing. **(15)**
- Q.6** Write short note on **ANY TWO**: **(15)**
- a) Book Building
 - b) Functions of NABARD
 - c) Investment Banking

SECTION – II

- Q.7** Evaluate the scenario of Venture Capital in India and explain the stages of Venture Capital. **(20)**
- Q.8** Elaborate the concept of ‘Microfinance’ and discuss the Role and functions of Linkage Banks towards development of Microfinance Industry in India. **(20)**
- Q.9** Critically analyse the present position of the finance service sector in India and state the challenges it has to face in the years to come. **(20)**

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : QUALITY MANAGEMENT

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 16-12-2023

W-25982-2023

Max. Marks : 100

N.B.

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

SECTION – I

- Q.1** Describe the different types of quality, Provide examples wherever necessary. (15)
- Q.2** Describe the role of quality control in preventing defects and ensuring consistent product or service quality. (15)
- Q.3** How does a c- chart work and in what situations is it most effective for quality control? (15)
- Q.4** Explain the concept of sequential sampling and its advantages in maintaining a balance between inspection effort and product quality. (15)
- Q.5** Discuss the impact of customer loyalty on business growth and sustainability. (15)
- Q.6** Write short notes on **ANY TWO** of the following: (15)
- a) Quality Assurance
 - b) Kano's model
 - c) TS 16949

SECTION – II

- Q.7** What are the key benefits of implementing ISO 9000 and other quality systems in businesses? (20)
- Q.8** What is a Quality Audit, and how does it support quality management within an organization? (20)
- Q.9** A manufacturing company is facing declining customer satisfaction and increasing defect rates in their products. Analyze the situation and propose a comprehensive quality improvement plan. (20)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : BUSINESS PROCESS REENGINEERING

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 18-12-2023

W-25983-2023

Max. Marks : 100

N.B.

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

SECTION – I

- Q.1** What are the key dimensions of a business process, and how do they impact on its efficiency and effectiveness? **(15)**
- Q.2** Discuss the key targets that Business Process Reengineering (BPR) typically aims to achieve such as cost reduction, cycle time reduction, and quality improvement. **(15)**
- Q.3** Discuss the benefits of collaborative Manufacturing as an enabler of BPR in manufacturing. **(15)**
- Q.4** Discuss the close relationship between BPR and Information Technology (IT), highlighting how IT can act as an enabler for BPR initiatives. **(15)**
- Q.5** What structural changes may be necessary to support BPR efforts in different types of organizations? **(15)**
- Q.6** Write short notes on **ANY TWO** of the following: **(15)**
- a) BPR and Continuous improvement
 - b) Lean Manufacturing
 - c) Critical success factors of BPR

SECTION – II

- Q.7** Elaborate on the critical factors that underline the importance of IT infrastructure in the context of BPR. **(20)**
- Q.8** How can organization build a culture that is more receptive to changes and innovation? **(20)**
- Q.9** Imagine you are the manager of retail company and experiencing declining sales due to inefficient inventory management processes. How would you apply Business Process Reengineering to revamp your inventory management and improve overall sales? **(20)**

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : HUMAN RESOURCE PLANNING & DEVELOPMENT

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 12/12/2023

W-25984-2023

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) Answer to both the sections should be written in **SAME** answer book.
-

SECTION-I

- Q.1 Define HR Planning. Explain Objectives of HR Planning. (15)
- Q.2 Explain in detail process of HR Planning. (15)
- Q.3 Explain in detail HR demand & supply forecasting tools and techniques. (15)
- Q.4 Describe in detail career planning & succession planning. (15)
- Q.5 Write the short note on the following (Any Two) (15)
- a) Work study method
 - b) Succession planning
 - c) Principles of training
 - d) Internship

SECTION -II

- Q.6 It is often said that recruitment is positive and selection is negative. Explain this statement with appropriate examples. (20)
- Q.7 Effective career development policies are valuable to business and organization. Discuss the benefits of the same for employees and organization. (20)
- Q.8 Training is not merely a function of HR, but a retention strategy of an organization. Comment. (20)

* * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT : LABOUR LAWS-I

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 13-12-2023

W-25985-2023

Max. Marks : 100

N. B. :

- 1) Attempt **ANY FOUR** questions form Section – I and attempt **ANY TWO** questions form 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 social justice? Explain how it can be achieved. (15)
- Q. 2 Write a detailed note on Provisions of The Minimum Wages Act, 1948. (15)
- Q. 3 Give an overview of the 'Health' provisions you would follow in a factory as stated under The Factories Act, 1948. (15)
- Q. 4 Prepare a detailed note on The Payment of Gratuity Act, 1972. (15)
- Q. 5 Write the specific role and responsibilities of 'Labour Welfare Officer' under The Factories Act, 1948. (15)
- Q. 6 Write short notes on **ANY TWO** of the following: (15)
- a) Strike and Lock-out
 - b) Principles of Natural Justice
 - c) Provisions under Employee Provident Fund Act, 1952

SECTION – II

- Q. 7 Define and analyse the term 'Wages' as given in the Payment of Wages Act, 1936. State the rules pertaining to 'Time of Payment of Wages'. (20)
- Q. 8 Describe the procedure as to certification of standing orders under The Industrial Employment (Standing Orders) Act, 1946. (20)
- Q. 9 As an employer of an establishment, enumerate the provisions as to the rights towards the payment of Maternity Benefits as laid down under The Maternity Benefit Act, 1961. (20)

* * * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : SYSTEM ANALYSIS & DESIGN

Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 19-12-2023

W-25986-2023

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** Explain System Development Life Cycle Phases. (15)
- Q. 2** a) Explain Decision Table with suitable example. (07)
b) Explain spiral model. (08)
- Q. 3** Explain importance of Feasibility study in requirement analysis. (15)
- Q. 4** a) Explain different role of System Analyst. (08)
b) Explain function decomposition diagram. (07)
- Q. 5** a) Explain structured English. (07)
b) Explain interview technique. (08)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
a) Pseudo code
b) User interface
c) Flow chart symbols

SECTION – II

- Q. 7** Draw all levels of DFD for Bus Reservation System. (20)
- Q. 8** Prepare a Questionnaire to conduct a survey on advantages and disadvantage of using E-Bikes. (20)
- Q. 9** Draw entity Relationship Diagram for Payroll System. List out the following: (20)
i) Strong entities and weak entities
ii) Derived attributes
iii) Represent the different mapping cardinalities

* * * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : INFORMATION SYSTEMS SECURITY & AUDIT

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 20-12-2023

W-25987-2023

Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from section – **I**. Each questions carries **15** marks.
- 2) Attempt any **TWO** questions from section – **II**. Each questions carries **20** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Discuss the need for controlling and auditing computer systems. How have computers impacted internal controls and auditing? **(15)**
- Q.2** Explain the importance of code review and code comparison during evidence collection. **(15)**
- Q.3** Explain the risk response options, including i) manage, ii) reduce, iii) transfer, iv) ignore and v) monitor. **(15)**
- Q.4** Describe how audit technology assists in evaluating Asset Safeguarding and Data Integrity. **(15)**
- Q.5** Discuss the new trends in IT security, such as Cloud Computing, Mobile Computing and BYOD. Analyze the potential security issues and challenges associated with these trends. **(15)**
- Q.6** Write short notes on **ANY TWO**. **(15)**
- a) Information Systems Auditing
 - b) Threats Agents
 - c) Green IT Security Service
 - d) Techniques to commit Cyber Frauds

SECTION - II

- Q.7** What are the key phases or stages of the SDLC? Discuss the potential risks associated with SDLC and the differences between pre and post implementation audits in the context of software development. **(20)**
- Q.8** Explain the importance of Business Continuity Policy and Disaster Recovery Planning. Also differentiate between BCP and DRP. **(20)**
- Q.9** Describe the roles and responsibilities of the following entities in Information Systems Auditing: **(20)**
- i) Executive Management.
 - ii) Auditors.
 - iii) IT and Information Security.
 - iv) General Users.

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

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

SUBJECT : RURAL MARKETING

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 21-12-2023

W-25988-2023

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 What are the major challenges in rural marketing? (15)
- Q.2 Which pricing strategy is more suitable for rural marketing? And why? (15)
- Q.3 What are 4 pillars of rural marketing? Discuss (15)
- Q.4 Define Rural marketing, discuss its scope and nature in India. (15)
- Q.5 What are the key behavioral dimensions that must be considered while planning rural distribution strategy? Explain with respect to cold drinks. (15)
- Q.6 Write short notes on **ANY THREE** of the following: (15)
- a) Rural consumer behavior
 - b) E-marketing
 - c) Pricing strategy in rural marketing
 - d) Brand loyalty

SECTION – II

- Q.7 Briefly discuss the rural environment in terms of the infrastructure available for marketing. Give your suggestions. (20)
- Q.8 Discuss the various strategies marketers use for product modification decisions for the rural markets with the help of suitable example. (20)
- Q.9 As a Rural Marketing Manager of an established consumer goods company, how would you handle the menace of spurious brands in the rural markets? (20)

* * * *

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : WINTER : 2023
SUBJECT : SUPPLY CHAIN MANAGEMENT IN AGRIBUSINESS

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 22-12-2023

W-25989-2023

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** How do improved transportation and communication influence the food marketing process. Discuss. (15)
- Q.2** Explain supply chain management concept and its importance in the context of changing business environment. (15)
- Q.3** Discuss the concept of Information Technology (IT) application in supply chain management. Explain any two advantages. (15)
- Q.4** Describe the concept of Benchmarking and its advantages. What are different types of Benchmarking? (15)
- Q.5** Write a detail note on supply chain management in Horticulture value chain with example. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Evolution of SCM
 - b) Contract farming
 - c) GPS technology
 - d) Logistics management in SCM

SECTION – II

- Q.7** Discuss the evolution of supply chain management in detail. What are the advantages and disadvantages of modern supply chain management? What measures must be taken in order to give India a robust SCM in Agriculture. (20)
- Q.8** Third – party logistics (TPL/ 3PL) is a significant aspect of transportation management. Explain the concept of TPL/ 3PL and its role in enhancing logistics operations. (20)
- Q.9** Explain the role of supply chain management in electronic Business. Discuss how SCM practices and strategies are essential in the context of electronic business.

* * * *