PD-5282

[6430]-202R
M.B.A.
GC-08 202 : FINANCIAL MANAGEMENT
(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   *Attempt all questions.*
   2)   *Each question carry equal marks.*
   3)   *Use of simple calculator is allowed.*

Q1) Answer the following (Any 5)

   a)   What is Financial Management?

   b)   What do you mean by Financial Planning?

   c)   What is overcapitalization?

   d)   The Financial Planning deals with _____

       i)   Preparation of Financial Statement

       ii)   Planning for capital issues

       iii)   Preparation Budgets

       iv)   All of the Above

   e)   _____ and _____ carry fixed rate of interest and are to be paid off irrespective of firms revenue.

       i)   Debenture, Dividend

       ii)   Debenture, Bonds

       iii)   Dividend, Bonds

       iv)   Dividend, Treasury Notes

P.T.O.

f) _____ statement involves the changes in cash position.

    i) Fund Flow

    ii) Cash Flow

    iii) Financial

    iv) None of the above

g) If the present value of cash inflows is more than the present value of cash outflows it would be _____. If not, it would be _____

    i) Accepted, Rejected

    ii) Rejected, accepted

    iii) Accepted, ignored

    iv) None of the above

h) The time interval between paying for raw material and collecting on sales of finished goods is known as the _____.

    i) inventory cycle

    ii) matching cycle

    iii) cash conversion cycle

    iv) account receivable cycle

Q2) Answer in Brief (Any two) :

a) Explain the functions of Financial Manager.

b) Differentiate between: Fund Flow Statement and Cash Flow Statement.

c) Explain the elements that constitute the working capital of a company.

d) What do you understand by cost of capital? Explain the various types of cost of capital.

Q3) The following is the Balance Sheet of XYZ Ltd. as on 31st March 2024

Balance sheet as on 31.03.2024

Liabilities	Amount	Assets	Amount
Share Capital	2,00,000	Land and Building	1,40,000
Profit and Loss A/C	30,000	Plant and Machinery	3,50,000
General Reserve	40,000	Stock in Trade	2,00,000
12% Debenture	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills Receivable	10,000
Bills Payable	50,000	Bank	40,000
Total	8,40,000	Total	8,40,000

Calculate :

i) Current Ratio

ii) Quick Ratio

iii) Inventory to Working Capital

iv) Debt to Equity

v) Capital Gearing Ratio

OR

Following Balance Sheet have been extracted from the records of Sai India Ltd.

Balance Sheet of Sai India Ltd.

Liabilities	2023	2024	Assets	2023	2024
Share Capital	100000	110000	Land and Building	40000	38000
General Reserve	14000	18000	Plant and Machinery	37000	36000
Profit and Loss A/C	16000	13000	Investment	10000	21000
Creditors	8000	5400	Stock	30000	23400
Bills Payable	1200	800	Bills Receivable	2000	3200
Provision for Taxation	16000	18000	Debtors	18000	19000
Provision for Doubtful Debts	400	600	Bank Balance	6600	15200
			Preliminary Exp.	12000	10000
Total	155600	165800	Total	155600	165800

Additional Information :

1. Depreciation Charged on Plant ₹ 4000.

2. Provision for Taxation made ₹ 19000 during the year 2023-24.

3. Interim Dividend ₹ 8000 was paid during 2023-24

4. A piece of Machinery was sold for ₹ 8000 during 2023-24. It had been costing ₹ 12000. Depreciation of ₹ 7000 was provided on that.

Prepare Fund Flow Statement.

Q4) Swami Ltd. Is considering investing in a project that is expected to cost ₹1200000 and has an effective life of 5 years. The projected cash inflow for this period is as follows :

Year	Amount (₹)
1	300000
2	300000
3	450000
4	450000
5	750000

Calculate :

i) Pay Back Period

ii) Net Present Value @ 10% rate of discount.

iii) Profitability Index

OR

Samarth Co. Ltd. whose cost of capital is 10% is considering two mutually exclusive proposals, X and Y, 'the details for which are as follows :

Particular	Proposal X (₹)	Proposal Y (₹)
Initial Investment	1500000	1500000
Projected Cash Inflow		
1st year	100000	650000
2nd year	250000	600000
3rd year	350000	600000
4th year	550000	575000
5th year	750000	525000

Calculate

i) Net Present Value @10% rate of discount

ii) Profitability Index

Q5) The Board of Directors of Balaji Ltd. request you to prepare a statement showing the working capital requirements for a level of activity of 30,000 units of output for the year

The cost structure for the company's product for the above mentioned activity level is given below.

	Cost per Unit (₹)
Raw materials	20
Direct labor	5
Overheads	15
Total	40
Profit	10
Selling price	50

a) Past experience indicates that raw materials are held in stock, on an average for 2 months.

b) Work in progress (100% complete in regard to materials and 50% for labour and overheads) will be half a month's production.

c) Finished goods are in stock on an average for 1 month.

d) Credit allowed to suppliers : 1 month.

e) Credit allowed to debtors : 2 months.

f) A minimum cash balance of ₹ 25,000 is expected to be maintained.

Prepare a statement of working capital requirements.

OR

Calculate the working capital requirement of "ABC Ltd."

Particular	Cost per unit (Rs.)
Raw material	800
Direct labour	300
Over heads	600
Total Cost	1700
Profit	300
Selling price	2000

Additional information's :

1) Output 60,000 units per annum.

2) Raw material in stock 1 month.

3) Work in progress - half Month (consider 100% Raw material & 50% labor & OH).

4) Finish goods in stock 1 month.

5) Credit allowed by suppliers - 1 month.

6) Credit allowed to debtors 2 months.

7) Delay in payment of wages half month.

8) Delay in payment of overheads half month.

Assume that production is carried out evenly throughout a year. All the sales are credit sales.

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SEAT No. :

[Total No. of Pages : 3

[6430]-302
M.B.A.
GC - 12 : 302 : DECISION SCIENCE
(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :
1) All questions are compulsory.
2) Each question carries 10 marks.
3) Each question has an internal options.
4) Use of simple calulator is allowed.

Q1) Solve Any Five questions : [10]

a) Whit is the formula for Combination in Probability?

b) Define balanced assignment problem & unbalanced assignment problem.

c) What are the uses of Markov's chain?

d) What is Mixed strategy Game?

e) Define baling & jockeying.

f) What is CPM & PERT?

g) List techniques of initial solution for Transportation problem.

h) List the drawbacks of graphical solution in LPP.

Q2) Solve Any Two out of the Three questions : [10]

a) What are the assumptions of Single Server Queuing Model?

b) The company wants to purchase new shelves for keeping records of office files. Two producers gave their quotations. Shelf X costs Rs. 10 per unit, requires six square feet carpet area, and holds eight cubic feet of files. Shelf Y costs Rs. 20 per unit, requires eight square feet of carpet area, and holds twelve cubic feet of files. The company has a provision of Rs. 140 for this purchase. The office has room for no more than 72 square feet of cabinets. Formulate LPP to maximize storage volume?

c) Explain Expected time, Variance & standard deviation in terms of PERT.

P.T.O.

Q3) **Solve Any One :** [10]

a) Maximize Z = 50x + 30y

Subject to $2x + y \geq 18$

$\quad\quad\quad x + y \geq 12$

$\quad\quad\quad 3x + 2y \leq 34$

$\quad\quad\quad x, y \geq 0$

Solve the LPP by Graphical Method.

b) The cost (Rs. Lakh) of locating of machines to the places is estimated as follows, find the optimum assignment schedule.

Machines		Places				
		A	B	C	D	E
	M1	19	21	25	20	21
	M2	27	24	-	25	24
	M3	-	24	27	24	20
	M4	22	16	20	15	16

Q4) **Solve Any One :** [10]

a) Find the value of the game and the optimal actions for the players:

Player A	Player B			
	I	II	III	IV
I	2	-2	4	1
II	6	1	12	3
III	-3	2	0	6
IV	2	-3	7	1

b) A single card is drawn at random from a standard deck of 52 playing cards. Find the probability that

i) The card is a red king

ii) The card is either a red or an ace

iii) The card is a king or queen

Q5) **Solve Any One :** [10]

a) Draw the network diagram for the given below. Find critical path and expected project duration of the project.

Activity	Immediate Predecessor activity	Duration (days)
A	-	4
B	A	6
C	A	5
D	B	3
E	C	7
F	D	2
G	E	6
H	F,G	2

OR

b) Dr. Kelkar has been thinking about starting his own independent nursing home. The problem is to decide how large the nursing home should be. The annual returns will be depending on both size of nursing home and number of marketing factors. after a careful analysis, Dr. Kelkar developed following table:

Size of Nursing home	Good market (Rs.)	Fair market (Rs.)	Poor market (Rs.)
Small	50,000	20,000	−10,000
Medium	70,000	35,000	−25,000
Large	90,000	35,000	−45,000
Very Large	2,00,000	25,000	−1,20,000

Find optimal strategy using

i) Maximax

ii) Maximin

iii) Laplace

iv) Hurwicz (a-0.8)

[6430]-51
S.Y.M.B.A.
304 FIN-SC-FIN-03 : ADVANCED FINANCIAL MANAGEMENT
(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   Answer all questions.
  2)   Figures to the right indicate full marks.
  3)   Use of electronic calculator is allowed.
  4)   Assume suitable data, if necessary.

Q1) Solve any five.   **[10]**

  a)   State any two financial Distress predictors.

  b)   State any two objectives of cash flow.

  c)   List any two Real life examples on corporate Restructuring.

  d)   Give any two reasons for acquiring a company.

  e)   What do you mean by portfolio restructuring?

  f)   What is Signaling theory in capital structure?

  g)   State any two cash management models.

  h)   What are the two objectives of share buyback.

Q2) Solve any Two   **[10]**

  a)   What is LBO? Explain its advantages.

  b)   Define Dividend policy & what are the factors affecting it?

  c)   Explain in detail any two strategies for managing surplus funds.

Q3) a) From the following balance sheet of Raghav Co.ltd. prepare fund flow statement. **[10]**

Liabilities	31-03-2022 ₹	31-03-2023 ₹	Assets	31-03-2022 ₹	31-03-2023 ₹
Equity share capital	6,00,000	8,00,000	Goodwill	2,30,000	1,80,000
Pref.Capital	3,00,000	2,00,000	Land & Building	4,00,000	3,40,000
General Reserve	80,000	1,40,000	Plant & machinery	1,60,000	4,00,000
Profit & Loss A/c	60,000	96,000	Debtors	3,20,000	4,00,000
Proposed Dividend	84,000	1,00,000	Stock	1,54,000	2,18,000
Creditors	1,10,000	1,66,000	Bills Receivables	40,000	60,000
Bills payable	40,000	32,000	Cash	30,000	20,000
Tax provision	80,000	1,00,000	Bank	20,000	16,000
	13,54,000	16,34,000		13,54,000	16,34,000

Additional Information

i) Proposed Dividend made during 2022 has been paid during 2023.

ii) Depriciation ₹40,000 on land & Building & ₹20,000 on plant & machinery.

iii) Interim Dividend has been Paid ₹40,000.

iv) Income tax ₹70,000 has been paid during 2023.

OR

b) The summary of cash transactions extracted from the books of Rahul ltd. ₹('000) **[10]**

Balance as on 1st April 2022	140
Receipts from customers	11,132
Issue of shares	1,200
Sale of fixed Assets	512
	12,984
Payment to suppliers	8188
Payment for fixed Assets	920
Payment for overheads	460
Wages and Salaries	276
Taxation	972
Dividends	320
Repayment of Bank loans	1,000
	12,136
Balance as on 31st march 2023	848

You are required to prepare a cash flow statement of the company for the period ended 31st march 2023.

Q4) a) Atharva Ltd. has currently an ordinary equity share capital of ₹50,00,000 consisting of equity shares of ₹100 each. The company is planning to raise another ₹20,00,000 for their major expansion program. Following four options are available. **[10]**

i) Entirely through ordinary equity shares of ₹100 each.

ii) ₹10,00,000 through ordinary equity shares of ₹100 each and balance @ 15% Term Loan.

iii) ₹5,00,000 through ordinary equity shares of ₹100 each and ₹15,00,000 @ 15% Term Loan.

iv) ₹10,00,000 through ordinary equity shares of ₹100 each and ₹10,00,000 through 14% preference shares.

Assume that Income Tax rate is 40% and expected EBIT is ₹8,00,000 calculate EPS and advise beneficial option to the company.

OR

b) Raj Ltd. earned a profit of ₹10,00,000 before providing for Interest and Tax. The company's capital structure is as follows . **[10]**

    i)   The overall capitalization rate of the company is 15%.

    ii)   20,000, 13% secured Redeemable Debentures of ₹100 each.

You are required calculate the value of the company under "Net operating Income Approach". Also calculate overall cost of capital of the company.

Q5) a) Ambika toys Manufacturers dye cast metallic cars for kids. Its present sale is ₹60,00,000 per annum with 20 days credit period. The company is contemplating an increase in the credit period with a view to increasing sales. Present variable costs are 70% of sales and the total fixed costs of ₹8,00,000 per annum. The company expects Pre-Tax return on Inrestment @ 25% some other details are given as under. **[10]**

Proposed Credit Policy	Average collection Period	Expected annual Sales
I	30 days	65,00,000
II	40 days	70,00,000

You are required to advise the company on the Policy to be adopted. Assume 360 days in a year calculations should be made up to two digit after decimal.

OR

b) i) Calculate market price of share using walter model from the following information.

    • Rate of return on Investment 10%

    • Capitalization Rate 8%

    • Eearning per share ₹5

    • Dividend per share ₹4

  ii) From the following information relating to a company, determine the market price of a share using gordon's model.

    • Total Investment in assets ₹10,00,000

    • No. of shares 50,000

    • Total earnings ₹2,00,000

    • Cost of capital 16%

    • Payout ratio 40%

[10]

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SEAT No. :

PD2719

[6430]-57

S.Y. M.B.A.

304-BA-SC-BA-03 : ADVANCED STATISTICAL METHODS USING R

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Make appropriate assumptions whenever required.*

Q1) Answer the following questions : (Any five)   **[10]**

a)   What is Regression?

b)   Write down the syntax for calculating median in R. Also explains the parameter.

c)   What is the use of head( ) function in R.

d)   Define Predictive Analysis.

e)   Explain unlist ( ) function in R.

f)   What is the use of Pbinom ( ) function in R.

g)   Define Null & Alternate hypothesis.

h)   What is the basic probability distribution in R.

Q2) Answer the following questions : (any two)   **[10]**

a)   What is the difference between F & T test?

b)   State the assumption of regression model?

c)   What is the trade off between bias & variance.

P.T.O.

Q3) Answer the following questions : (Any one) **[10]**

    a) Explain the ARIMA model. How ARIMA model is used for time series analysis.

    b) Examine Anova in R? State the assumptions & explain one way Anova in details & also write benefit of ANOVA.

Q4) Answer the following questions : (any one) **[10]**

    a) What is data mining? What are the applications of data mining in education?

    b) Differentiate between supervised learning & unsupervised learning?

Q5) Answer the following questions : (any one) **[10]**

    a) Explain descriptive analysis in R. State advantages & disadvantages of descriptive analysis.

    b) What are the types of probability? Explain in details with examples.

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[6430]-53

M.B.A. - II

304-HR-SC-HRM-03 : STRATEGIC HUMAN RESOURCE MANAGEMENT

(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*

Q1) Solve any five. (2 marks each) **[10]**

a) Define Human Resource Planning.

b) Distinguish between career planning and strategic planning (mention 2 points each.)

c) Define strategic fit.

d) State any two objectives of job analysis.

e) Define talent management.

f) State any two limitations of OCTAPACE framework.

g) Enumerate any two issues in implementations of strategic HR polices.

h) Define HR cost.

Q2) Answer any two. (5 marks each) **[10]**

a) How does HR functions differently in a knowledge based economy compared to a traditional manufacturing environment?

b) Discuss the impact of technological advancements on SHRm practices and the future of strategic HRm.

c) How does effective career planning contribute to employee motivation and retention?

Q3) Solve any one. **[10]**

a) Critically assess the effectiveness of investing in HR initiatives on organizational performance.

OR

b) Evaluate the effectiveness of different forecasting techniques in predicting HR demand and supply in rapidly changing technological dynamics industry.

Q4) Solve any one. **[10]**

a) Discuss the strategies that a HR Professional can use to develop cross cultural sensitivity within the work force with suitable examples.

OR

b) Explain what shall be the ethical considerations for MNCS regarding HR practices for employees in different countries.

Q5) Solve any one. **[10]**

a) Discuss converting global SHRM practices into global competitive advantages.

OR

b) Explain how can HR practices, such as talent development and engagment programs be leveraaged to create sustainable global competitive advantage.

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PD2771

[6430]-306

S.Y.M.B.A.

GE-UL-16-309 : KNOWLEDGE MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2 Hours] [*Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) Each question has an internal choice.

3) Each question carries 10 marks.

Q1) Attempt any five : **[5×2=10]**

a) What do you mean by Information?

b) What do you mean by Expertise

c) Define the term innovation.

d) What do you mean by knowledge Codification?

e) What do you mean by quantitative measures?

f) Define the term Tacit knowledge.

g) What are the elements of physical environment of the organization?

Q2) Answer any two : **[2×5=10]**

a) Short note on subjective & objective view of knowledge.

b) Short note on a role of culture in knowledge management.

c) Short note on a role of structure in knowledge management.

Q3) Answer any one : **[1×10=10]**

a) Explain in detail types of knowledge.

b) Explain in detail Reservoirs of knowledge.

Q4) Answer any one : **[1×10=10]**

a) Explain in detail knowledge management infrastructure.

b) Explain in detail the role & responsibilities of knowledge management team.

Q5) Answer any one : **[1×10=10]**

a) Explain application & effectiveness of knowledge management in Manufacturing Industry.

b) What do you understand by knowledge management cycle. Explain in detail Meyer and Zack KM cycle.

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[6430]-306
S.Y.M.B.A.
GE-UL-16-309 : KNOWLEDGE MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2 Hours] *[Max. Marks : 50*
Instructions to the candidates:
  1) All questions are compulsory.
  2) Each question has an internal choice.
  3) Each question carries 10 marks.

Q1) Attempt any five : **[5×2=10]**
  a) What do you mean by Information?
  b) What do you mean by Expertise
  c) Define the term innovation.
  d) What do you mean by knowledge Codification?
  e) What do you mean by quantitative measures?
  f) Define the term Tacit knowledge.
  g) What are the elements of physical environment of the organization?

Q2) Answer any two : **[2×5=10]**
  a) Short note on subjective & objective view of knowledge.
  b) Short note on a role of culture in knowledge management.
  c) Short note on a role of structure in knowledge management.

Q3) Answer any one : **[1×10=10]**
  a) Explain in detail types of knowledge.
  b) Explain in detail Reservoirs of knowledge.

Q4) Answer any one : **[1×10=10]**
  a) Explain in detail knowledge management infrastructure.
  b) Explain in detail the role & responsibilities of knowledge management team.

Q5) Answer any one : **[1×10=10]**
  a) Explain application & effectiveness of knowledge management in Manufacturing Industry.
  b) What do you understand by knowledge management cycle. Explain in detail Meyer and Zack KM cycle.

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[6430]-71
M.B.A.
401 : GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT
(2019 Revised Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :
1) *All questions are compulsory.*
2) *Each question carries 10 marks.*

Q1) **Answer the following (Any 5 out of 8) :**

a) Define internal Audit.

b) Explain concept of transfer pricing.

c) What is profit center.

d) Define Spread.

e) Explain Gross Margin Return on investment.

f) Define ROA.

g) What is Goal Congruence.

h) What is Profitability Index.

Q2) **Short notes (Any 2 out of 3) :**

a) What is post completion Audit. Explain the objectives.

b) Explain Malcom Balbridge Framework.

c) Explain concept, need of Capital Budgeting.

P.T.O.

Q3) a) What are the different parameters to measure financial & non financial performance of an enterprise.

OR

b) Explain various parameters to measure performance of Banks.

Q4) a) Explain project control process in detail.

OR

b) Discuss performance of retail store on following parameters. i) sell through analysis & ii) multiple attribute method.

Q5) a) Alpha industries has two shops ie welding shop and paint shop. welding shop assembles 50,000 purchased items and 1,50,000 internal items converted into 40,000 assemblies and forwards 3/4ᵗʰ of the same to paint shop. variable cost of one assembly is Rs. 200/piece and market price is Rs. 300/piece. The transfer price decided is equal to market price. fixed cost of welding shop is Rs. 10 lacs and of paint shop is Rs. 12lacs. variable cost (including transfer price) is Rs. 500/piece. The sales price for paint shop is Rs. 750/piece.

Calculate-

i) Profit of individual cost center and overall profitability.

ii) What should be done if paint shop wishes to purchase assemblies @ Rs 200 from outside due to reduced market price?

OR

b) Explain the role of Audit as control system. Differentiate between statutory audit, cost audit & internal audit.

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[6430]-72

S.Y.M.B.A.

402-GC-15 : INDIAN ETHOS & BUSINESS ETHICS

(2019 Revised Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*
3) *Figures to the right indicate full marks.*

Q1) Solve any Five.   **[5×2=10]**

a) Define Indian Ethos.

b) What is the role of Indian Ethos in managerial practices?

c) What are the dimensions of Work Ethos?

d) What is the significance of Values in business?

e) Ethics v/s Ethos: Differentiate.

f) What is the significance of Eastern Management v/s Western Management?

g) Briefly explain Trans-Cultural Human Values.

Q2) Solve any two.   **[2×5=10]**

a) Explain the Evolution of Indian Ethos and its relevance in contemporary workplaces.

b) Discuss the Role of Indian Ethos in managerial practices.

c) Analyze the impact of Value Based Management on global change.

Q3) a) Discuss the Laws of Karma and its relevance business settings.   **[10]**

OR

b) Explain the Leadership Pointers derived from Kautilya's Arthashastra.

Q4) a) Develop a plan for a business to implement transparency and accountability measures in the era of Social Media and E-Platforms.**[10]**

OR

b) Analyse the essence of Business Ethics and highlight various types of Business Ethics.

Q5) a) Analyse the difficulties faced in practicing ethics within organizations, provide suitable examples. **[10]**

OR

b) Evaluate the ethical challenges for managers in different functional areas of Business, with a focus on HRM.

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[6430]-79

S.Y. M.B.A.

403 - FIN - SC- FIN - 05 : FINANCIAL LAWS

(2019 Revised Pattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *All questions are compulsory.*

2)   *Draw neat diagrams wherever necessary.*

3)   *Figures to the right indicates full marks.*

Q1) Attempt any five :   **[5×2=10]**

a)   What are modes of recovery (only names) under SARFAESI Act 2002.

b)   Mention any two objectives of corporate Debt Restructuring.

c)   Write any two advantages of FEMA over FERA act.

d)   Define 'Actuary' and 'Actuarial Society' as per section 2 in The Actuaries Act 2006.

e)   Write any two objectives of Insolvency and Bankruptcy code.

f)   List out any two rules for prosecution of Director under The Actuaries Act.

g)   Define special purpose company under SARFAESI Act 2002.

P.T.O.

Q2) Attempt any two :   **[2×5=10]**

    a)   List out transactions exempted under SARFAESI Act 2002.

    b)   Write note on Taxation of foregin income.

    c)   Explain concept of 'Corporate Financial Distress' under CDR process.

Q3) a)   Critically analyse role of SARFAESI act in promoting financial stability and credit discipline in the economy.   **[10]**

OR

    b)   Compare and contrast SARFAESI Act with other legal mechanisms for debt recovery in India.   **[10]**

Q4) a)   Evaluate role of different stakeholders in corporate debt restructuring.**[10]**

OR

    b)   Critically evaluate challenges and limitations associated with strategic debt restructuring including legal, regulatory and operational barriers.**[10]**

Q5) a)   Explain the reasons behind the repeat of FERA and introduction of FEMA. Elaborate objectives of FEMA.   **[10]**

OR

    b)   Analyse incorporation of institute of Actuaries of India. Critically list out composition and functions of council under The Actuaries Act.   **[10]**
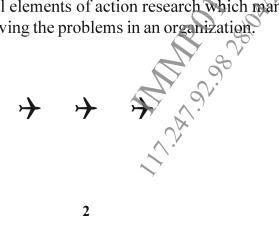
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SEAT No. :

PD2731

[6430]-81

M.B.A. - II

403-HR-SC-HRM-05 : ORGANIZATIONAL DIAGNOSIS AND DEVELOPMENT

(2019 Pattern Revised) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Figures to the right indicates full marks.*

3) *Draw neat labelled diagrams wherever necessary.*

Q1) Solve any five : **[10]**

a) Define the term double loop learning.

b) _____ teams are typically comprised of individuals who have a functional home base.

　i)　Effective teams

　ii)　Cross functional

　iii)　High performance team

c) Expand the term PESTEL.

d) Quality circles.

e) A _____ list contains the things the group does not like about other group.

　i)　empathy

　ii)　positive feedback

　iii)　bug

f) Shed Light on Trust issue in client consultant relationship _____ in short.

g) Gestalt approach.

h) Define OD.

Q2) Solve any two :   **[10]**

    a)   Managerial Grid.

    b)   Role of consultant in OD intervention.

    c)   What do you understand by Parallel learning structures?

Q3) Solve any one :   **[10]**

    a)   Kurt Lewin suggested a systematic manner in which change can be brought about - Shed high on it.

    b)   What are T - groups and how will they play an important role in overall development of the organization.

Q4) Solve any one :   **[10]**

    a)   Walton's approach to Third-Party Peacemaking.

    b)   Write short note on ;

        i)   Organization union and Partnering

        ii)   Sisc-Bosc Model

Q5) Solve any one :   **[10]**

    a)   Jim is the CEO a newly setup manufacturing company, which of the leadership style he should exhibit - answer with the help of managerial grid.

    b)   Discuss the crucial elements of action research which managers should consider while solving the problems in an organization.

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[6430]-77

M.B.A. - II

403 MKT SC-MKT-05 : MARKETING 4.0
(Revised 2019 Pattern) (Semester -IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicates full marks.*

Q1) Solve any five. [5×2=10]

a) What are market archetypes?

b) What is the paradox of marketing?

c) State any 2 attributes of Human-Centric Brands.

d) Explain the term PAR?

e) Explain the term CRM?

f) What are the three main components of digital economy?

g) Recall the concept Social Listening.

h) Define the term Brand Advocacy?

Q2) Solve any two. [2×5=10]

a) Describe the process of content marketing in details.

b) How did we go from marketing 1.0 to marketing 4.0 explain in details.

c) Compare and constrast informed customers Vs. distracted customers.

Q3) Solve any one. [1×10=10]

a) In Marketing 4.0 how do digital technological advancements affect marketing activities.

b) Discuss the consumers behaviour and industry characteristics exhibited by 'Door Knob' archtype with example.

Q4) Solve any one. [1×10=10]

a) How can your business acquire greater mind share by leveraging youth's roles by early adopters and trendsetters? Explain in details?

b) Explain with suitable example the term "Breaking the Myths of Connectivity".

Q5) Solve any one. [1×10=10]

a) How can your Business trigger favourable customer conversation in order to drive awareness without increasing the marketing budget significantly?

b) Explain about how consumers are getting enhancing Digital experience with mobile apps of Digital payment.

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[6430]-83

M.B.A. - II

403 OSCM-SC-OSCM-05 : SUPPLY CHAINS & LOGISTICS

(Revised 2019 Pattern) (Semester -IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *All questions carry equal marks.*

Q1) Solve any 5 out of 8.(2 marks each)   **[10]**

   a)   What is e-logistics

   b)   Forward Logistics

   c)   Reverse Logistics

   d)   What is full form of ERP

   e)   What is EDI

   f)   What is full form of RFID

   g)   What is an ASN used for

   h)   What is an electronic signature

Q2) Solve any 2 out of 3. (5 marks each)   **[10]**

   a)   Explain the elements of e-supply chains.

   b)   What are benefits of GPS and GIS.

   c)   What is E-procurement?

Q3) What is the role of e-commerce in SCM?   **[10]**

<div align="center">OR</div>

Explain the challenges of E-logistics?

Q4) Discuss competitive advantages through e-supply chain management? **[10]**

OR

Explain-E-logistics documentation.

Q5) Explain-Application of E-logistics in Business to Business and Business to Consumer. **[10]**

OR

Explain E-Tracking system with real-time examples?

PD2735

[6430]-85

S.Y. M.B.A.

(SC-BA-05) 403 BA : ECONOMICS OF NETWORK INDUSTRIES

(Revised 2019 Pattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Neat diagrams must be drawn wherever necessary.*

3) *Figures to the right indicate full marks.*

4) *Assume suitable data, if necessary.*

Q1) Answer any 5 out of 8 :   **[2 Each]**

a) Role of Network in Airline Industry.

b) What is demand - side economies of scale?

c) Define software variety under hardware competition.

d) Explain outline Information goods.

e) Short note on Software Pricing.

f) Short note on spectrum allocation.

g) Define Digital Convergence.

h) Role of Licensing in network Industries.

Q2) Answer any 2 out of 3 :   [5 Each]

   a)   Explain dynamic approach to technology Revolutions.

   b)   Explain characteristics of Network industries for cost structure.

   c)   Explain Hardware compatibility.

Q3) a)   Explain media of exchange as network.   [10]
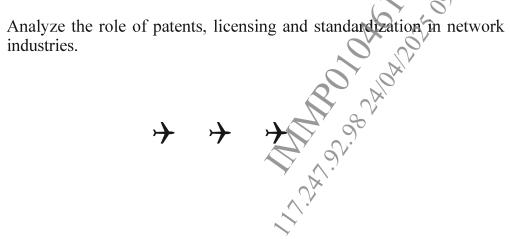
                                    OR

   b)   What is mean by the of zero pricing business model? Explain with example.

Q4) a)   Explain Demand side economics of scale Network externality.   [10]

                                    OR

   b)   Explain pricing information goods network hardware and software.

Q5) a)   Evaluate the Role of code sharing agreements in Airline Industry.   [10]

                                    OR

   b)   Analyze the role of patents, licensing and standardization in network industries.

[6430] - 78
M.B.A.
404 MKT: Marketing Strategy
(2019 RevisedPattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory

2) Figures to the right indicate full marks.

Q1) Solve any Five :   **[5 × 2 = 10]**

a)   Explain the term marketing plan.

b)   What do you mean by term marketing audit.

c)   What is STP analysis.

d)   How to select niche market.

e)   Explain the importance of marketing strategy for a start-up.

f)   What do you mean by marketing for casting

g)   How do you define the term relationship marketing strategy.

h)   What strategies are important when product reach to growth stage.

Q2) Solve any two :   **[2 × 5 = 10]**

a)   What factors are important to select a specific target market.

b)   Explain the term porter's five force.

c)   How does unique value proposition support the organization to create best position in statement.

P.T.O.

Q3) Solve any one : [1 × 10 = 10]

a) What is market strategy explain the process of market opportunity analysis?

b) Construct a BCG product portfolio matrix for airtel telecom service provider.

Q4) Solve any one : [1 × 10 = 10]

a) What do you mean the term competative advantage, explain the answer with suitable example.

b) Analyse the competition in toothpaste market and suggest relevance strategies to vico-toothpaste and Himlaya toothpaste to retain their market share.

Q5) Solve any one : [1 × 10 = 10]

a) Design the required market strategies for a product reached at decline stage of PLC, explain the answer with suitable example.

b) What are the strategies to enter the new market and strategies for growth for a e-vehicle manufacturing company.

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[6430] - 80

M.B.A.

404-Fin-SC-Fin-06: Current Trends & Cases in Finance

(2019 Revised) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All Questions are compulsory.*

2) *Each Question has an internal option.*

3) *Each question carries 10 marks.*

4) *Use of sample calculator is allowed*

Q1) **Write any five out of eight (2 marks each) :**   **[10]**

a) Define value chain financing.

b) Mention two objectives of self-help groups.

c) Define briefly any one type of e-wallets.

d) What is the main aim of small finance bank?

e) Which microfinance institution is known as the universal bank?

     i) Arohan Financial Services Private Ltd.

     ii) Bandhan Financial services Private Ltd.

     iii) Disha Micro Finance Pvt. Ltd.

     iv) SKS Microfinance Pvt. Ltd.

f) In India, NABARD does not provide refinance to

     i) Scheduled commercial Banks   ii) Regional rural banks

     iii) Export-import bank   iv) State development banks

P.T.O.

g) Which of the following is not the part of organised sector of Indian money market?

i) Mutual funds   ii) Chit funds   iii) NBFCS   iv) R.B.I.

h) E-wallet has mainly _____ components

i) 2   ii) 3   iii) 4   iv) 5

Q2) Answer the following (any 2) :   **[2 × 5 = 10]**

a) Describe the various functions of NABARD.

b) Explain the SEBI regulations on startup listing.

c) Describe the business model of payment banks in India.

Q3) a) Develop a plan to deal with the issues faced by microfinance in India. **[10]**

OR

b) Enumerate the different schemes available for new startups by government of India. **[10]**

Q4) a) 'Amar' is an angel investor is seeking an ainnual return of 25% on the Investment of Rs. 500000 in a business.

Calculate & analyze the following.

i) What is the angel's Investment worth after 5 years?

ii) If the investor and the enterpreneur have agreed that based on the financial projections the value of the business at the end of 5 years would be Rs. 1050670. Calculate the angel investor's equity percentage. **[10]**

OR

b) How do "Phone Pay" achieve the good market share in India? Analyse the working model with suitable facts & figures. **[10]**

[6430]-80   2

Q5) a) A company is contemplating to raise additional funds of Rs. 40,00,000 for setting up a project. The company expects EBIT of Rs. 18,00,000 from the project following alternative plans are available:

  i) To raise Rs,40,00,000 by way of equity shares of Rs.l00 each.

  ii) To raise Rs.20,00,000 by way of equity shares of Rs. 100 each, and Rs.20,00,000 by way of debt @ 10%.

  iii) To raise Rs.25,00,000 by way of equity of Rs. 100 each and rest Rs. 15,00,000 by way of preference shares @ 14%.

  iv) To raise - Rs.12,00,000 by equity shares of Rs.100 each; Rs.12,00,000 by debt @ 10%; Rs.16,00,000 by 14% preference shares.

  The company is in 60% tax bracket. Which option is best? **[10]**

OR

b) "Rashmika" after acquiring a degree in Hotel management and Business Administration, Took over her family business of food accession Company of Manufacturing Spices. The business had been established by her great grandmother and was doing reasonably well. However, the fixed operating costs of the business were high and the cash flow position was weak She wanted to undertake modernization of the existing business to introduce the latest manufacturing processes and diversify in to the market of chocolates and candies. She was very enthusiastic and approached to a financial consultant who told her that approximately Rs. 1cr. would be required for undertaking the modernization and expansion programme. He also informed by consultant that the stock market was going through a bullish phase.

  i) Keeping in mind the above considerations, identify' the source of finance that should not be chosen by Rashmika for financing the modernization and expression of her food processing business. Give one reason in support of your answer.

  ii) Explain any two factors, a part from those stated in the above situation, which she should keep in mind while taking this decision. **[10]**

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[6430]-84

S.Y. M.B.A.

404 - SC - OSCM - 06 : INDUSTRY 4.0

(2019 Pattern) (Revised) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

1) *All questions are compulsory as mentioned.*
2) *Assume suitable data if necessary.*
3) *Draw neat, labelled diagram wherever necessary.*

Q1) Answer any 05 out of 08. **[5×2=10]**

a) Define Mechatronics

b) Present a Chart on developments in Industrial revolution

c) Distinguish between Sensing and Actuation

d) What is Automated Guided Vehicle (AGV)?

e) Explain in brief Mobile Computing

f) Distinguish between Internet of Things (IoT) & Industrial Internet of Things (IIoT)

g) Describe the term: Smart Logistics

h) Define Horizontal and Vertical Integration

Q2) Answer Any 02 out of 05. **[2×5=10]**

a) Distinguish between Japanese and Western approaches towards achieving manufacturing excellence.

b) Explain in brief the pillars of Industry 4.0

c) Compelling Forces and Challenges for Industry 4.0

d) Features and uniqueness of the Cyber-physical Systems

e) Overview of Software Defined Network (SDN)

Q3) AnswerAny 01 out of 02. [1×10=10]

a) Discuss in detail the various evolution of Industrialization and indicate the path towards Industry 4.0

OR

b) Discuss the four types of Analytics: Descriptive, Diagnostics, Predictive, and Prescriptive Analytics.

Q4) Answer Any 01 out of 02. [1×10=10]

a) Explain in detail: Artificial Intelligence and Cloud Computing Basics.

OR

b) Illustrate with Examples the Ecosystem comprising of Industry 4.0

Q5) Answer Any 01 out of 02. [1×10=10]

a) Evaluate the concept of Smart Industry Readiness Index (SIRI) in context of Challenges and Preparedness of Industry 4.0

OR

b) Determine the case uses of Industry 4.0 for Healthcare, Automobile, Banking and Power Industry.

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[6430]-87

S.Y.M.B.A.

404 RABM-SC-RABM-02 : ICT FOR AGRICULTURE MANAGEMENT

(Revised 2019 Pattern) (Semester -IV)

Time : 2½ Hours] | *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate marks for questions/sub questions.*
3) *Answer to the questions should be specific and to the point.*
4) *Draw sketches wherever necessary with the pencils.*

Q1) Solve any five: **[5×2=10]**

a) Define the term "ICT" in the context of agriculture.

b) What is Leapfrogging Technology?

c) Name two ICT tools used in agricultural extension activities.

d) Identify the categories of ICT services used for market access.

e) State the two advantages of e-commerce in agriculture over the traditional market.

f) Recall the types of financial inclusion initiatives specific to agriculture.

g) Define GPS and its significance in agriculture.

h) Name two GIS applications specifically used for micro resource mapping.

Q2) Solve any two: **[2×5=10]**

a) Discuss the potential impact of ICT on rural economies.

b) Enumerate the advantages and opportunities offered by market access ICT services and provide illustrative examples.

c) Discuss the impact of the PMJJY scheme on rural financial inclusion.

P.T.O.

Q3) Solve any one: **[1×10=10]**

a)   Assess the significance and effectiveness of Village Resource Centres (VRCs) and Common Resource Centres (CRCs) in fostering rural development.

b)   Analyse the role of ICT in improving the efficiency of agricultural production systems and examine the impat of ICT tools on risk management in agriculture.

Q4) Solve any one: **[1×10=10]**

a)   Discuss the potential of e-auction in agricultural marketing. Explore how farmers can leverage e-commerce platforms to effectively market their produce.

b)   Discuss the issues and concerns in land management using GIS and provide strategies for mitigation

Q5) Solve any one: **[1×10=10]**

a)   Examine the integration of remote sensing and image processing technologies with ICT in agricultural practices, considering their impact, challenges, and potential opportunities. Provide examples to illustrate your points.

b)   As the manager of a prominent agriculture firm, elucidate the importance of micro resource management and elaborate on the strategies for employing ICT to enhance micro resource management.

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[6430]-86

S.Y.M.B.A.

404BA-SC-BA-06 : ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS

(2019 Revised Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
  1) *All questions are compulsory.*
  2) *Neat diagram must be drawn wherever necessary.*
  3) *Assume suitable data, if necessary.*

Q1) Answer any 5 out of 8 :   **[10]**

   a)   Define the term entropy in decision tree learning.

   b)   What is the primary objective of hill-climbing search?

   c)   What are the elements of predicate logic?

   d)   Define first order logic.

   e)   State uniform-cost search.

   f)   Define Complexity of Analytics.

   g)   Define Data and Big Data.

   h)   What is PROLOG?

Q2) Answer any 2 out of 3 :   **[10]**

   a)   What is the difference between Depth-First Search and Breadth-First Search?

   b)   What is the common way to represent and parse Grammars for natural language processing?

   c)   Explain in detail A* searching technique with an example.

P.T.O.

Q3) Answer 3 (a) or 3 (b) :

a) Explain Clustering with an example. **[10]**

OR

b) Discuss the Machine Learning Workflow. **[10]**

Q4) Answer 4 (a) or 4 (b) :

a) What is Artificial Intelligence? Explain applications of Artificial Intelligence. **[10]**

OR

b) What is NLP? What are the stages in NLP? **[10]**

Q5) Answer 5 (a) or 5 (b) :

a) What are the applications of neural network? **[10]**

OR

b) Explain any two informed searches. **[10]**

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[6430]-82

S.Y.M.B.A.

404 -HR SC-HRM-06 : Current Trends and Cases in Human Resource Management

(2019 Revised Pattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) **All Questions are compulsory.**

2) **Each Question has an internal choice.**

3) **Each question carries 10 marks.**

Q1) Solve any five: **[5×2=10]**

a) What does HR trends primarily focus on?

   i) Historical HR practices

   ii) Future HR developments

   iii) Current HR regulations

   iv) Talent management

b) What is the main impact of digital disruption on HR trends?

   i) Simplifying HR processes

   ii) Maintaining traditional HR practices

   iii) Isolating HR from technological advancements

   iv) Promoting traditional HR practices.

c) Explain inclusive leadership.

d) Define talent analytics (U2)

e) Define employee engagement

f) Define the term of workforce diversity.

g) Define Digital Disruption

h) Define organizational culture

P.T.O.

Q2) Write short note (Any 2)   **[2×5=10]**

   a)   Benefits of Technology-Enabled Training methods.

   b)   Employee experience platforms.

   c)   Establishing Gender parity & pay equality.

Q3) Answer any one question: **[10]**

   a)   Discuss Digital Disruptions & its impact on HR trends.

   b)   Elaborate cloud & mobile-enabled HR solutions.

Q4) Answer any one question: **[10]**

   a)   Explain the strategies organizations can adopt to address changing skill
        requirements & promote family work life balance in the workplace.

   b)   Provide a comprehensive overview of how current HR trends enhance
        organizational culture & effectiveness, employee performance &
        satisfaction.

Q5) Answer any one question: **[10]**

   a)   XYZ corporation, a leading tech company, is facing challenges in atracting
        & retaining top talent due to out dated HR processes. The HR department
        is considering implementing technological interventions to streamline their
        HR processes.

        i)   How can Artificial Intelligence be utilized in recruitment to improve
              efficiency & effectiveness

        ii)   How might cloud & mobile-enabled HR solutions enhance
              accessibility & flexibility in HR management for XYZ corporation?

   b)   NETCO is IT software development company. If has total 50 branches
        in 10 countries in various cities. The company was at its top position
        one year back but due to continous changes in hardware, software & AI
        technologies, employees need to learn continously & adopt new changes
        to keep business growing. As a HR manager of Global company can
        you suggest suitable technology enables training & development strategies
        for its employees to sustain the business. Discuss also kind of technologies
        to be used to train the employees.

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[6430]-88

M.B.A.-II

404-PHCM-SC-PHCM-02 : PHARMA & HEALTHCARE REGULATORY ENVIRONMENT IN INDIA

(Revised 2019 Pattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Neat diagrams must be drawn wherever necessary.*

    3)   *Figures to the right indicate full marks.*

    4)   *Assume suitable data, if necessary.*

Q1) Solve any <u>Five</u> out of Eight :

a)   Define Environmental Scanning.

b)   Write four element of void argument & contingent contract.

c)   State any two legal problems in relation to health administration.

d)   State 3 points of Indian medical council act 1956.

e)   Which of the following is NOT part of PESTLE.

        i)   Ecological   ii)   Environmental

        iii)   Nature   iv)   Technological

f)   Which of the following is NOT part of IPR in Pharma Business.

        i)   Patent   ii)   Trademark

        iii)   Commissioning of Hospital   iv)   Copyright

g)   In standardized contract :

        i)   The individual has no choice but to accept & sign on the dotted line

        ii)   The individual must be protected in contract

        iii)   The agreement is without consideration

        iv)   None of the above

h)   Which of the following is NOT an essential of a valid contract.

        i)   Agreement   ii)   Adequate consideration

        iii)   Lawful object   iv)   Not barred by Law

P.T.O.

Q2) Solve any <u>Two</u> out of Three :

a) Compare & contrast between Political & Socio cultural environment with example.

b) What do you mean by Narcotic drugs & Psychotropic drugs?

c) Compare & contrast between Patent & Copyright.
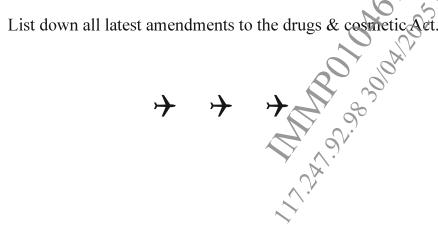
Q3) Solve any <u>One</u> out of Two :

a) "Nano Technology is one of the reason for advancement in pharma & healthcare management - Comment.

b) Write in details the essentials of contract for selling the scheduled drugs at chemist counter.

Q4) Solve any <u>One</u> out of Two :

a) Analyse in details the dynamics of healthcare industry to cater the nation with all line of treatment.

b) Analyse CDRA - Consumer Disputes Redressal Agencies - procedure with suitable example.

Q5) Solve any <u>One</u> out of Two :

a) Demonstrate Patent Act - 2005 for the product (API) of your choice in Indian context.

b) List down all latest amendments to the drugs & cosmetic Act.

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[6430]-89

Second Year M.B.A.
404-THM-SC-THM-02 : TOURISM AND TRAVEL MANAGEMENT
(Revised 2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question carries equal marks.*
3) *Figures to the right indicate full marks.*

Q1) Solve any 5 questions :   **[5×2=10]**

    a) Explain "Incredible India Campaign".

    b) Define - IATA accreditation.

    c) Explain - Sports tourism

    d) Two functions of travel agents.

    e) Two contribution of Indian Railway in tourism.

    f) Explain "Medical Tourism"

    g) Write two geographical components of tourism.

Q2) Solve any two :   **[2×5=10]**

    a) Define "Ecotourism" and explain one key principle associated with this form of tourism.

    b) Describe the concept of "over tourism" and provide an example of a destination affected by it.

    c) Define tourism and distinguish between domestic & International tourism.

Q3) Solve any one :   **[1×10=10]**

Describe the economic impacts of tourism on a local community considering example of J & K.

<div align="center">OR</div>

Develop a crisis management plan for a tourist destination Vulnerable to natural disasters.

<div align="right">P.T.O.</div>

Q4) Elaborate how has Globalisation influenced the development of the tourism industry world wide? **[10]**

OR

Elaborate "Tour package" is it recommended to go for a tour package instead of a segregated plan?

Q5) Analyse the role of Indian Railways in the development of tourism in India. **[10]**

OR

Elaborate the concept of "Travel Motivator" and explain "VRF" (Visiting Friends and Relatives) as a kind of tourism.

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PD-2823

[6430]-73

M.B.A.

GE-UL-19 - 405 : GLOBAL STRATEGIC MANAGEMENT

(2019 Pattern) (Revised) (Semester - IV)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*
3) *All questions contain internal options.*

Q1) **Solve any five of the following :**   **[5 × 2 = 10]**

a) Define Global Strategic Management.

b) Define Market Intelligence.

c) What is 'Licensing'?

d) Define 'Piggybacking'.

e) Explain Competitive Advantage.

f) List Elements of External Environment Analysis.

g) Define Globalization.

h) What is Country Attractiveness?

Q2) **Answer any two of the following :**   **[2 × 5 = 10]**

a) What do you understand by learning organization?

b) What are the various factors that globalization?

c) What are the various criteria for successful alliance?

P.T.O.

Q3) a) Define Strategic Alliance. Explain the typology and Framework of Strategic Alliance. **[10]**

OR

b) Explain the various ways of designing the global organization. **[10]**

Q4) a) What is market intelligence? What are the Key Success Factors of World Class Market Intelligence? **[10]**

OR

b) Explain in detail the various theories of organizational adaptation. **[10]**

Q5) a) Design Suitable Market Entry strategy for OTIS Elevators. **[10]**

OR

b) Explain global mergers and acquisitions. Explain the rationale for cross-border M&As with suitable example. **[10]**

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[6430] - 76
M.B.A.
408 - GE-UL - 22: Corporate Social Responsibility & Sustainability
(2019 Revised) (Semester-IV)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All Questions are compulsory.*

    2)   *All questions carry equal marks*

Q1) Answer the following (any five) :   **[10]**

    a)   Define ecological footprint

    b)   What do you mean by corporate philantropy

    c)   Name two primary aims of CSR

    d)   Give any two objective of CSR

    e)   What is ESG report

    f)   Define CSR Annual Report

    g)   State the meaning of NGO

    h)   Define ethics in work life

Q2) Answer any 2 out of 3 :   **[10]**

    a)   Discuss the role of public sector in CSR.

    b)   State the role of stakeholders in CSR.

    c)   Give the difference between sustainable development and green development

P.T.O.

Q3) Answer any one : [10]

a) Explain the nature as to why board of corporate governance in India was established with its structure and establishment.

b) Illustrate the effect of globalisation in the context of CSR practices adopted by various MNC's.

Q4) Answer any one : [10]

a) State dimension of sustainable development. Explain social factors or parameters which help in inclusive growth of a economy and society.

b) Appraise the measures taken by various organization to reduce the ecological footprint with examples.

Q5) Answer any one : [10]

a) What are various 7-point charter under united nations agenda for global peace and sustainable development-2030 how it is important & helpful for India's long term growth and development.

b) Indian values and ethics are considered to be one of best in the word Explain with few illustrations as to it's applicability in airline & food industry.

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[6430]-5
First Year M.B.A.
105 - GC - 05 : BASICS OF MARKETING
(Revised 2019 Pattern) (Semester -I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw neat labelled diagram to support the answers.*
4) *Make necessary assumptions wherever required.*

Q1) Solve any 5.   **[5×2=10]**

a) Outline difference between Growth and Maturity stages of Product life cycle

b) Relate mass marketing with relevant examples

c) Describe PESTLE analysis

d) Define Value proposition

e) The term used where the marketer can't foresee the consequences of the marketing activity practiced by him is called_____

   i) Marketing myopia

   ii) Zero moment of truth

   iii) Drop error

   iv) Product failure

f) List the various types of PLC

g) Describe Brick and Click Model

h) Which one is not a part of marketing mix

   i) Product

   ii) Price

   iii) Packaging

   iv) Physical evidence

P.T.O.

Q2) Solve any 2.   **[2×5=10]**

   a)   Distinguish between Customer Satisfaction and Customer Delight in hospitality sector with reference to services offered.

   b)   Considering Market Segmentation Identify the bases for market segmentation for consumer goods.

   c)   Holistic Marketing Orientation involves various elements. Explain it.

Q3) Solve any 1.   **[10]**

   a)   Choosing the different buying factors for Tourism as a product demonstrate the comparison chart for organizational buyer behaviour and consumer buying behaviour for tourism industry.

                                             OR

   b)   Marketing managers have to take and revise their marketing decisions considering the changes in macro environmental forces. Illustrate with regards to various macro environmental factors.

Q4) Solve any 1.   **[10]**

   a)   Appraise various steps Miss Rashi Khanna an aspiring student of engineering will consider while buying Laptop for Personal use.

                                             OR

   b)   A company producing toothpaste is planning to launch mouthwash as well. Point out micro environment factors for the same.

Q5) Solve any 1.   **[10]**

   a)   Positioning is very important for conversion of the targeted customer into actual customer. Justify it with example of Banking industry.

                                             OR

   b)   In today's competitive market extended three Ps are very important. Support the statement with reference to hospitality industry.

                              ☝ ☝ ☝