



[4179] – 201

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
201 : ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Total Marks : 70

Note : 1) Attempt **any five** questions.
2) **All** questions carry **equal** marks.

1. Define 'entrepreneur'. Elaborate the role and responsibilities of an entrepreneur.
2. Explain the theory put forth by Everett Hagen, in detail.
3. Elaborate the factors responsible for entrepreneurship development.
4. Explain the different role models of woman entrepreneurs.
5. Elaborate the role played by DIC to promote entrepreneurship.
6. What is a business plan ? What are the different elements of business plan ?
7. Write short notes on (**any two**) :
 - a) Career Opportunities
 - b) Entrepreneurial culture
 - c) Market analysis
 - d) SFC.



[4179] – 105

Seat No.	
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M.B.S. (Semester – I) Examination, 2012
Computer Specialization
103-C : SOFTWARE ENGINEERING
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

- Instructions:** 1) Q. 6 is **compulsory**.
2) Solve **any four** questions from Q. 1 to Q. 5.
3) Draw neat diagrams **wherever** necessary.
4) State your assumptions if **any**.
5) Figures to **right** indicate **full** marks.

1. Draw CLD and first level DFD for Student Attendance System. **15**
2. Draw ERD and design a database for Employee Leave Management System. **15**
3. What is the role of System Analyst ? What are the different skills required by a System Analyst. **15**
4. What do you mean by "Maintenance" ? Explain types of maintenance. **15**
5. a) What is decision tree : **5**
b) Draw a decision tree and decision table for the following : **10**
Income tax is calculated on salary amount as follows :

Salary slab	Income Tax (%)
i) 1,90,000 to 5,00,000	10%
ii) 5,00,000 to 8,00,000	20%
iii) Above 8,00,000	30%
6. Write short notes on **any two** : **10**
 - a) Data Dictionary
 - b) Fact finding techniques
 - c) FDD
 - d) CASE tools.



[4179] – 203

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
202-B : Financial Specialization
INTERNATIONAL FINANCE
(New) (2008 Pattern)

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Q. 1 is **compulsory**. From Q. 2 to Q. 9 attempt **any two** questions from Section I, **any two** questions from Section II.
2) Figures to the **right** indicate **full** marks.
3) Use of non-programmable calculator is **allowed**.

1. Explain in detail the role of IT and its significance in International Finance. **10**

SECTION – I

2. Write notes on :
- a) SEZ
 - b) FCCB
 - c) Euro-Currency **15**
3. Explain the Interest Rate Parity Theory. Describe a method for testing whether Interest rate Parity exists. **15**
4. Explain in detail the mechanism of ADR and GDR. **15**
5. Briefly explain the role of various participants in the Foreign Exchange Market. **15**

SECTION – II

6. a) Briefly explain the impact of Chinese Yuan and US Dollar. **8**
- b) If indirect quote is US \$0.025/Re. How can this exchange rate be presented under direct quote ? **7**

P.T.O.



7. a) What do you mean by loan syndication ? Briefly discuss its advantages and disadvantages. 8
- b) Find the forward rate differential if spot rate of US\$ is ₹40 and one month forward rate is ₹40.80. 7
8. a) Explain in detail the International Accounting Standards on Foreign transactions. 8
- b) Presently the spot rate is ₹44.50/US\$. A speculator feels that, after a week, US dollar should appreciate to ₹44.60. What should he do if he has ₹10,000 at his disposal ? 7
9. Write short notes on **any three** from the following : 15
- a) Buyers Credit
 - b) FEMA
 - c) Fixed Exchange Rate System
 - d) ECB
 - e) Risk Measurement.
-



[4179] – 208

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
203-B : Finance Specialization
LEGAL AND PROCEDURAL ASPECT OF FINANCE
(New) (2008 Pattern)

Time : 3 Hours

Marks : 70

Instructions : 1) Attempt **any 5** questions.

2) **All** questions carry **equal** marks.

1. A) What is Corporate Governance ? State its importance.
B) Explain the objective and scope of FEMA (Foreign Exchange Management Act).
2. Explain the provisions of Company Act 1956 regarding the appointment and reappointment of a director.
3. Explain the provisions of Company's Act regarding Mergers and acquisitions.
4. Explain the provisions as per Company's Act regarding the powers of the central government to direct special audit.
5. Write notes on :
 - a) Inter corporate deposits and Inter Corporate Loans
 - b) Rights and Duties of Auditors.
6. Write short notes on (**any 3**) :
 - 1) Objectives of Payment of Wages Act
 - 2) Minimum Wages Act
 - 3) Available surplus under payment of Bonus Act
 - 4) Liability of employer about payment of gratuity.
7. Explain the objectives of Workmen's Compensation Act. Also explain partial and total disability under Workmen's Compensation Act.



[4179] – 209

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
OOD CONCEPT AND BASIC JAVA
203-C : Computer Specialization
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Note : 1) *Question 1 is compulsory.*

2) *Solve **any four** questions from **remaining**.*

1. Answer in **2-3** lines : **10**
 - 1) What is thread priority ?
 - 2) What are attributes of <applet> tag ?
 - 3) List any three methods of window listener.
 - 4) What is garbage collection ?
 - 5) What is use of 'super' keyword in Java ?
2. Write applet application to accept user name and password in text fields from user. Compare it with predefined name and password. If it matches show welcome message otherwise display error message. **15**
3. Write program to create following threads : **15**
 - To print progressive sum of first 50 natural numbers (e.g. 1, 3, 6, 10, 15, ...)
 - To print first 25 terms of Fibonacci series.
4. Write AWT application to accept date – dd mm yy – from user. If user enters wrong day or month, fire user defined exception "Invalid date". If user enters correct date, greet user with "Good Day". **15**

P.T.O.



5. Write application to accept 10 friends information like name, address, date of birth, cell phone number in array of objects. Display accepted details. **15**
6. Write notes on **(any 3)** : **15**
- a) Access specifiers
 - b) Applet life cycle
 - c) Java. io. File class
 - d) Java. util. Vector class.



[4179] – 211

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
203-E : HRM Specialisation
PERFORMANCE MANAGEMENT SYSTEMS
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) *Q. 1 is compulsory.*
2) *Attempt any three from remaining.*

1. A) What are the objectives of Performance Appraisal ? 10
B) Explain the process of Performance Appraisal and the steps involved in it. 15
 2. How “training need assessment” assists in designing Performance Management Systems ? 15
 3. Explain 360° Performance Appraisal in depth. 15
 4. Explain linkage between PMS and compensation management. 15
 5. Explain any two traditional methods of appraisal. 15
 6. Write notes on **any two** of the following : 15
 - a) MBO
 - b) Employee Coaching
 - c) Potential Appraisal
 - d) Career Planning.
-



[4179] – 101

Seat
No.

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M.B.S. (Semester – I) Examination, 2012
101 : INTERNATIONAL BUSINESS MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer **any two** questions from Q.1 to Q.4.
2) Q.5 and Q.6 are **compulsory**.

1. Discuss following theories of International Trade
 - a) Ricardo Theory of International Trade
 - b) Oblin and Heckler theory of International Trade. 15
2. Discuss the impact of globalisation on Indian industry. Elaborate on India's competitive advantage in gems and jewellery industry. 15
3. Analyse the global environment and discuss the effect due to rise of new economies like Brazil, Russia, India and China (BRIC). 15
4. Explain the following terms used in International Financial Management
 - a) Balance of Payment
 - b) International Monetary Fund. 15
5. Write short notes (**any four**) : 20
 - a) SEZ
 - b) TRIMS
 - c) ADB
 - d) Subcontracting
 - e) Dimensions of globalisation
 - f) International cultural environment.

P.T.O.



6. Case study :

20

Unhappy Marriage :

In 1993, Anheuser-Busch purchased 17.7 percent of Grupo Modelo for \$ 477 million, with an option of increasing its shares to 50.2 percent. At the time of the purchase, Anheuser held 45 percent of the U.S. beer market. Modelo was the world's tenth-largest beer producer. It held 50 percent of the Mexican beer market and exported to 124 countries in every continent of the world. However, with the passing of NAFTA (North American Free Trade Agreement), Mexico's 20 percent tariffs on imported beer were to be phased out. Modelo feared that U.S. breweries would invade its market. Anheuser viewed its stake in Modelo as a profitable acquisition of brands such as Corona, as well as a way to increase Anheuser's distribution network in Mexico quickly.

Anheuser told its U.S. distributors that they would soon have access to a major imported beer. Distributors assumed this meant Corona, which was fast growing in popularity in the United States. However, in late 1996, management at Modelo renewed the firm's 10-year contract with its existing U.S. distributors, dashing Anheuser's hopes of gaining Modelo brands for its own U.S. distribution system. In December 1996, Anheuser announced that it would exercise its option to increase its stake in Modelo.

A 6-month dispute over price ensued, and the parties settled for \$ 605 million. In June 1997, Anheuser opted to increase its stake to the full 50.2 percent. Discussions became so contentious that the two parties went into international arbitration, and the price was eventually set at \$ 556 million. By 1998, the price of Anheuser's stake in Modelo, as valued on the Mexican stock exchange, was twice what it had paid for the stock. However, its 50.2 percent stake in Modelo did not give Anheuser a controlling share of board votes. It held only ten of the twenty-one seats on the board of directors.

Despite trade liberalization, Modelo's brands increased their share of the Mexican market to 55 percent by 1998. In the United States, where beer imports accounted



for 14 percent of the market, Corona had pulled ahead of Heineken to become the best-selling import. Corona was enjoying 40 percent growth per year in the United States and had already become the tenth-best-selling beer in that market. It was particularly successful among college students and consumers in their twenties. Anheuser's major brand, Budweiser, found itself competing against Corona. Anheuser began a campaign to disparage the freshness of Corona. It distributed display cards to thousands of bars and restaurants, noting that Corona didn't put the manufacturing date on its bottles. Anheuser also introduced three Corona clones-Azteca, Tequiza, and Rio Cristal-all produced in the United States.

Questions :

- 1) Why did Anheuser purchase its stake in Grupo Modelo ?
- 2) Why was Grupo Modelo willing to sell the stake ?
- 3) What went wrong ? Why ?
- 4) What lessons about choosing international partners can be learned from this case ?



[4179] – 102

Seat
No.

M.B.S. (Semester – I) Examination, 2012
102 : BUSINESS POLICY AND STRATEGIC MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Attempt **any four** questions from Question 1 to Question 6.
Each question carries **13** marks.
2) Question 7 is **compulsory**. It carries **18** marks.

1. Why strategic control is necessary ? Discuss the basic types of strategic controls with the help of examples. 13
2. What is strategy analysis ? Discuss tools and techniques to carry out strategy analysis. 13
3. "Related diversification is an attractive corporate strategy and is better than adopting unrelated diversification strategy". Do you agree ? Justify your views in the Indian context. 13
4. What does 'Resource Allocation' deal with ? "Objectives of the business affect resource allocation". Whether availability of resources affect objectives of the business. Discuss. 13
5. Explain the concept of strategic decision making with the help of examples. 13
6. Write short notes on **any two** :
 - a) BCG matrix and GE 9 cell. 7

OR

 - b) SWOT analysis as a tool for assessing organizational capabilities and environment opportunities. 7
 - c) Porter's five forces of industry analysis. 6

OR

 - d) Corporate politics and use of power. 6

P.T.O.

7. Case study (**compulsory** question) :

18

Note : Systematic analysis of the case and logical reasoning will carry more weightage.

U.S. Pharmaceuticals, Inc. (A)

U.S. Pharmaceuticals (USP) is a U.S. firm with about 30 percent of its sales outside the United States. USP concentrates on the ethical drug business but has diversified into animal health products, cosmetics and some patent medicines. These other lines account for about one-fourth of USP's \$ 800 million sales.

USP's international business is conducted in some 70 countries, mostly through distributors in those markets. In six countries, however, it has manufacturing or compounding operations. (compounding refers to the local mixing, assembling, and packaging of critical ingredients shipped from the United States.) USP's only Latin American manufacturing/compounding operations are in Latinia, a country with a population of about 30 million. Some products are shipped from Latinia to other Latin American markets.

USP's Latinian plant is operated by the pharmaceutical division. It is engaged in the production and especially the compounding of USP's ethical drug line. It does no work for other USP divisions (cosmetics, proprietary medicines and animal health). All the other divisions, which also sell in Latinia, export their finished products from plants in the United States. The Latinian plant employs 330 people, of whom only two are North Americans – the general manager, Tom Hawley, and the director of quality control, Frixos Massialas.

USP's Cosmetics and Toiletries business accounts for \$ 150 million in sales and is handled by a separate division – cosmetics and toiletries. The division sells in only 38 of USP's 70 foreign markets. One of the division's better foreign markets is Latinia, where it has sales of over \$ 8 million and an acceptable market position. Cosmetics and Toiletries has a marketing subsidiary in Latinia to handle its business there. Jim Richardson, an American, heads the subsidiary. The rest of staff are Latinians.

Jim Richardson was very disturbed by the latest news received from the Latinian ministry of international trade. Traffic were being increased on many "nonessential products" because of the balance – of – payments pressures the country had been undergoing for the past year and a half. For USP's Cosmetics and Toiletries, specifically, this meant a rise in the tariffs it pays from 20% to 50% ad valorem. The 20% duty had posed no particular problem for cosmetics and toiletries because of the prestige of the imported product and the consumer franchise it had established, Richardson explained. He believed, however, that the 50% duty was probably an insurmountable barrier.



Cosmetics and toiletries competition in Latinia was about evenly divided between local firms and other international companies from Europe and North America. Jim believed that local firms, which had about 40% of market, stood to benefit greatly from the tariff increase unless the international firms could find a satisfactory response. When Jim received the news of the tariff increase, which was to be imposed the first of October-one week away-he called a meeting to consider what cosmetics and toiletries could do. Deborah Neale, manager, cosmetics marketing, and Emilio illness, manager, toiletries marketing, met with Jim to discuss the situation.

Several different courses of action were proposed at the hastily called meeting. Deborah suggested. "We could continue importing, pay the high duty, and change the positioning strategy to appeal to high-price, quality market." Another idea was to import the primary ingredients and assemble (compound) and package them in Latinia. (duties on the imported ingredients ranged between 10% and 35% ad valorem) Emilio suggested asking cosmetics and toiletries in the United States for a lower price on the final products shipped to Latinia so that the duty would have a lesser impact on the final price in the local market. Jim mentioned the alternative that none of them wanted to think about. "If we can't compete at those high prices, we may have to give up the market".

Questions :

- 1) Evaluate the alternatives that were brought up at the meeting.
- 2) Are there any other possible courses of action ?
- 3) Propose and defend a course of action.
- 4) How would your response differ if, instead of a tariff increase, Latinia had imposed a quota cutting the imports of these products by 75% ?



[4179] – 103

Seat No.	
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M.B.S. (Semester – I) Examination, 2012
Marketing Specialization
103-A : SERVICES MARKETING AND BRAND MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Total Marks : 70

Instructions : i) Answer **any five** questions.
ii) **All** questions carry **equal** marks.

1. Define services marketing and explain service life cycle with proper illustrations. **14**
2. What do you mean by service quality ? Explain it with the help of SERVQUAL model. **14**
3. “Customer buy the brands, not the products and services” critically evaluate the statement. **14**
4. a) How does services marketing differ from goods marketing ? **7**
b) Critically examine the reasons for the growth of services industry in India. **7**
5. Discuss in detail “the steps of brand building” **14**
6. What is brand equity ? Explain the methods for measuring brand equity. **14**
7. Write short notes (**any two**) : **14**
 - a) Consumer Vs Industrial services
 - b) Product service continuum
 - c) Co branding
 - d) Brand identity



[4179] – 104

Seat No.	
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M.B.S. (Semester – I) Examination, 2012
Financial Specialization
103 – B : MERCHANT BANKING AND FINANCIAL SERVICES
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer **any five**.
2) **All** questions carry **equal** marks.

1. Explain the role of SEBI as capital market regulator. 14
2. What is mutual fund ? What are the advantages and disadvantages of Mutual fund ? 14
3. Explain the process of IPO and participants in IPO. 14
4. What is index ? Explain how it is calculated ? 14
5. What is credit rating ? And explain the process of credit rating. 14
6. Explain the mechanism of Debt Securitization and various parties Involved in this process. 14
7. Write short notes (**any two**) :
 - a) Certificate of deposit
 - b) Factoring
 - c) Credit/debit card.

B/I/12/295



[4179] – 106

Seat No.	
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M.B.S. (Semester – I) Examination, 2012
Production and Material Specialization
103 – D : QUALITY MANAGEMENT (2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Note : i) Answer **any five** questions.
ii) **All** questions carry **equal** marks.

1. Explain the dimensions of quality in manufacturing and service business.
2. Describe contributions of Juran and Crosby in the field of quality.
3. Explain the concept and process of quality Function Deployment and state its advantages.
4. Describe with an example use of operating characteristics (DC) curve in inspection.
5. A manufacturer of washing machines carries out final inspection before the product is packed for shipping. The final inspection involves testing of washing machine on several parameters and verifying if the machine performs satisfactorily in all the tests. Periodically 10 washing machines are drawn for the testing. The table below provides data on number of defects for one such test.

Sample number	Number of defects
1	11
2	9
3	12

P.T.O.



4	9
5	12
6	22
7	7
8	10
9	13
10	6

Using the above data, setup an appropriate control chart and state whether process is in control.

6. Explain the considerations in formulating quality policy and setting quality objectives in an organization.
7. Discuss the role of Poka Yoke and Ishikawa Diagram in Total Quality Management
8. Write notes on **any two** of the followings :
 - a) Customer Driven Quality cycle
 - b) Cross functional team
 - c) Quality Audit
 - d) Quality and price.



[4179] – 107

Seat No.	
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M.B.S. (Semester – I) Examination, 2012
HUMAN RESOURCE MANAGEMENT SPECIALIZATION
103-E : Organizational Development
(2008 Pattern)

Time : 3 Hours

Total. Marks : 70

Instructions : i) Attempt **any five** questions.
ii) Figures to the **right** indicate **full** marks.

1. Define O.D. Explain foundations of O.D. 14
2. Explain the meaning and working process of quality circles. 14
3. Define the term intervention. Elaborate force-field analysis. 14
4. Explain the role of OD consultant. Discuss importance of OD consultant in today's Global scenario. 14
5. Trace the evolution of TQM practices in India with respect to manufacturing industries. 14
6. Define the term intervention. Elaborate force-field analysis. 14
7. Write short notes (**any 2**) : 14
 - a) Just in time
 - b) Suggestion Scheme
 - c) Quality Cost
 - d) Change Agent.



[4179] – 202

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
MARKETING SPECIALISATION
(2008 Pattern)
202-A : Retail and Distribution Management

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer **any five** questions.
2) **All** questions carry **equal** marks.

1. Discuss the retail scenario in India vis-a-vis the Global scenario.
2. What are the factors to be taken into consideration for deciding the location and size of the business of a retailer ?
3. Explain the concept of Merchandising and discuss the steps involved in merchandise planning.
4. In-store promotions are an important part of Retail Communication. Discuss.
5. Who are the primary participants of a distribution channel ? Explain their role in marketing.
6. Discuss the different types of store layout with appropriate diagrammatic representation.
7. Write short notes on **any two** :
 - 1) Franchising
 - 2) Intensive, selective and exclusive distribution strategies.
 - 3) Types of wholesalers.
 - 4) Multilevel marketing.



[4179] – 204

Seat No.	
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**M.B.S. (Semester – II) Examination, 2012
(Computer Specialisation)
202 (C) : BUSINESS APPLICATIONS
(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

Instructions: i) Q. 1 and Q. 7 is compulsory.
ii) Attempt **any four** questions from Q. 2 to Q. 6.
iii) Figures on **right** indicate **full** marks.

1. Explain Employee Leave Accounting System with suitable database. **15**
2. Explain Supply Chain Management in detail. **10**
3. What is labour efficiency ? How is it calculated ? **10**
4. Explain any five financial ratios. **10**
5. What is ERP ? Explain various models of ERP. **10**
6. What is Balance Sheet ? Explain the process of preparation of Balance Sheet with suitable example. **10**
7. Write short notes on the following (**any three**) : **15**
 - a) PPC
 - b) LIFO and FIFO
 - c) BOM
 - d) CRM.



[4179] – 205

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
Production and Materials Management Specialization
202 -D : MANUFACTURING STRATEGY (2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer **any five** questions.
2) **All** questions carry **equal** marks.

1. Elaborate the interrelation between operation strategy and competitive dimensions for the business.
2. Compare and contrasts the attributes of order winners and order qualifiers.
3. With respect to technology strategy, discuss the Business implication of process choice.
4. Discuss situations, implications need and benefit of down sizing decisions.
5. Explore the various factors affecting organisations make or buy decision.
6. Discuss the issues involved in manufacturing infrastructure development.
7. Discuss the role of 'IT' in operation strategy.
8. Write a note on **any two** of the following :
 - a) Strategic fit
 - b) Value.
 - c) Hybrid process.
 - d) Product Life Cycle.



[4179] – 206

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
202 E : HRM Specialisation
TRAINING AND DEVELOPMENT
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

- Note :** 1) Q. No. 1 is **compulsory**.
2) Attempt **any three** questions from the remaining.
3) Figures to the **right** indicates **full** marks.

1. a) What is Training ? Explain need and objectives of Training. 10
b) Explain different methods of Training. 15
2. Design a Training programme for a newly joined IT engineer in IT company. 15
3. What are the different principles of Learning ? Discuss in detail reinforcement theory of Learning. 15
4. What is the purpose of evaluation of Training ? Explain different techniques to evaluate training. 15
5. What is the importance of Management Development Programme ? Describe some important methods for this purpose. 15
6. Write short notes on (**any two**) : 15
 - a) Resistance to training
 - b) Concept of skill inventory
 - c) Budgeting of Training
 - d) Sensitivity Training.



[4179] – 207

Seat No.	
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M.B.S. (Semester – II) Examination, 2012
Marketing Specialization
203 (A) : MARKETING STRATEGY AND RELATIONSHIP MARKETING
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

- Instructions:**
- 1) Attempt **any three** questions from Section 'A' and **any two** questions from Section 'B'.
 - 2) Answers to **both** Sections should be written in the **same** answer book.
 - 3) **All** questions carry **equal** marks.

SECTION – A

Marketing Strategy

1. Why new products are developed ? How would you organize new product development and its marketing strategy ? Give example.
2. Do you believe that e-marketing is indeed an effective tool to achieve competitive advantage in business for a developing country like India ? Discuss.
3. What do you understand by Offensive and Defensive competitive marketing strategies ? Why and when they should be adopted ?
4. Explain the significance of marketing strategy for soft manufacturers – say Coca Cola and Pepsi Cola in India. Discuss their strategies.
5. Write short notes on **any two** :
 - a) Marketing strategy formulation in 'Introduction' phase of PLC.
 - b) Customer satisfaction and Internal marketing.
 - c) RFM model.
 - d) Data warehousing and Data mining pitfalls.
 - e) The evolution of marketing theory - 4 Ps to 7 Ps.

P.T.O.



SECTION – B

Relationship Marketing

6. Explain how IT would help in building relationship with customers.
7. “Value profit chain is based on value equations, for customers, employees, partners and investors”. Discuss.
8. Define and explain the meaning of customer satisfaction. How do you measure customer satisfaction of a commercial bank ? Illustrate your answer.
9. Write short notes on **any two** :
 - a) Paradigm shift in marketing.
 - b) Differentiate RM in industrial markets and consumer markets.
 - c) Loyalty-based marketing strategy.
 - d) Analyzing customer defections.
 - e) Service competition.



[4179] – 210

Seat
No.

M.B.S. (Semester – II) Examination, 2012
(Operation Materials Specialisation)
203 D : MODELING TECHNIQUES AND IT FOR OPERATIONS
MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Answer **any five** questions.
2) **All** questions carry **equal** marks.
3) **Use** of simple calculator is **allowed**. But **not** Scientific Calculator.

1. What is modeling process ? How many steps it involved ? What are the limitations of modeling in decision making in operations ?
2. What is Goal Programming ? Describe its concept and formulation of its programming model with an example.
3. Solve the linear programme problem using Simplex method :

Maximise

$$Z = 107x_1 + x_2 + 2x_3$$

Subject to the constraints

$$14x_1 + x_2 - 6x_3 + 3x_4 = 7$$

$$16x_1 + \frac{1}{2}x_2 - 6x_3 \leq 5$$

$$3x_1 - x_2 - x_3 \leq 0$$

$$x_1, x_2, x_3, x_4 \geq 0$$

P.T.O.



- 4. What is ERP system in operation management ? Describe its salient features. How it is helping in operation management process.
- 5. Write short notes **any two** of the following :
 - a) Sensitivity Analysis
 - b) Software in project scheduling
 - c) Dynamic programming
 - d) Design of experiments.
- 6. Describe role of IT (Information Technology) in design, production planning and layout in operational management.
- 7. What is simulation technique ? Describe its application in operation management.
- 8. We have five jobs, each of which must go through the machines A, B, C in the order ABC. Processing times are

Job	A	B	C
1	4	5	8
2	9	6	10
3	8	2	6
4	6	3	2
5	5	4	11

Determine a sequence for the five jobs that will minimise the elapsed time 'T'.
