

Total No. of Questions : 8]

[Total No. of Pages :1

P1136

[3675]-307

M.B.A. (Sem. - III)

303 E : LABOUR LAWS - I

(2008 Course)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain provisions of Factories Act for Leave with Wages.

Q2) Explain provisions for Residential Hotels Restaurants and Eating Houses under Bombay Shop and Establishment Act.

Q3) Explain provisions for Registration of Contractors.

Q4) Explain in detail concept of Minimum Wage. How can it be fixed?

Q5) Explain eligibility of Bonus, Minimum and Maximum Bonus and Set Off under Payment of Bonus Act, 1965.

Q6) Explain any seven deductions under the Payment of Wages Act, 1936.

Q7) Describe in detail provisions for Gratuity.

Q8) Write short notes on any two:

- a) Health provisions under Factories Act.
- b) Leave provisions under Shop Act.
- c) Disqualification from Bonus.
- d) Forfeiture of Gratuity.
- e) Allocable Surplus.



Total No. of Questions : 8]

[Total No. of Pages :1

P1137

[3675]-313

M.B.A. (Sem. - III)

304 E : INDUSTRIAL RELATIONS

(2008 Course)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)* Explain importance of maintaining Sound Industrial Relations. Define the term Industrial Relations.
- Q2)* Explain in detail Gandhian and Psychological approach to Industrial Relations.
- Q3)* What is Collective Bargaining? If it fails due to adamancy of Trade Union as IR Manager, you are advised to suggest remedies to management.
- Q4)* Explain Role of Judiciary on Industrial Relations.
- Q5)* Analyse effect of Globalization on Industrial Relations.
- Q6)* Discuss in detail various causes of Industrial Disputes.
- Q7)* Explain any 7 misconducts understanding orders.
- Q8)* Write short notes on any two:
- a) Functions of Trade Union.
 - b) Characteristics of Collective Bargaining.
 - c) Advantages of workers participation in Management.
 - d) HRD and Industrial Relations.
 - e) Conciliation.

P626**[3675] - 304****M.B.A.****(303 B) : Advanced Financial Management
(2008 Pattern)***Time : 3 Hours]**[Max. Marks : 70**Instructions to the candidates:*

- 1) *Attempt any five questions.*
- 2) *Use of electronic pocket calculator is allowed.*
- 3) *All questions carry equal marks.*

Accounting Standards :

- Q1)** a) Define and explain the term “Accounting Standards”.
b) State the various International Accounting Standards.
- Q2)** Describe the Arbitrage Process under Modigliani-Miller Approach (MM) with one hypothetical example and the points on which MM approach is criticized.
- Q3)** Explain the important factors to be considered while deciding Dividend payout.
- Q4)** A newly formed company has to prepare an estimate of working capital requirements for the coming year. The information about the projected Profit & Loss A/C of the company is as under.

Particulars	Amount in Rs.
Sales	21,00,000
Less : Cost of goods sold	15,30,000
Gross Profit	5,70,000
Less : Administrative expenses	1,40,000
Selling expenses	1,30,000
Profit before tax	3,00,000
Provision for tax	1,00,000
Cost of goods sold has been derived as follows	
Materials used	8,40,000
Add : Wages and other manufacturing exp	6,25,000
Add : Depreciation	2,35,000
	17,00,000
Less : Stock of F.G. (10% produced not yet sold)	1,70,000
	15,30,000

P.T.O.

The figures above relate only to the goods that have been finished and not to those in process, Goods equal to 15% of the year's production (in terms of physical units) are in process, requiring on an average full materials but only 40% of other expenses. The company believes in keeping two months consumption of material in stock.

All expenses are paid in one month in arrears, suppliers of materials extend one and half months credit. Sales are 20% cash and the rest at two months credit, 70% of the income tax has to be paid in advance in quarterly instalments. Cash balance desired is Rs. 40,000.

Q5) Write short notes :

- a) Sensitivity Analysis.
- b) Decision tree technique.

Q6) a) What is economic value added? How it is calculated?

- b) A manufacturing company earned PAT of Rs. 123 crore in 2008 paying interest of Rs. 24 crore. The company's invested capital is Rs. 1,340 crore and WACC is 15%. Calculate the company's EVA. Tax rate is 35%.

Q7) The following are the summarized balance-sheets of Star Ltd. as on 31st March, 2007 and 31st March, 2008.

Balance Sheet of Star Ltd. as on 31st March, 2007 and 2008

Particulars	31.3.07	31.3.08	Particulars	31.3.07	31.3.08
Share Capital	2,00,000	2,60,000	Goodwill		20,000
Profit and Loss A/c	39,690	41,220	Plant & Machinery	1,12,950	1,16,200
Reserves	50,000	50,000	Land & Building	1,48,500	1,44,250
Prov. for taxation	40,000	50,000	Stock	1,11,040	97,370
Bank Overdraft	59,510		Sundry Advances	2,315	735
Bills payable	33,780	11,525	Sundry Debtors	85,175	72,625
Creditors	39,500	41,135	Bank	2,500	2,700
Total	4,62,480	4,53,880	Total	4,62,480	4,53,880

Additional Information :

- a) During the year 2008, an interim dividend of Rs. 26,000 was paid.
- b) The assets of another company were purchased for Rs. 60,000 payable in fully paid shares of the Company. The assets consisted of Stock Rs. 21,640, Machinery Rs. 18,360, and Goodwill Rs. 20,000. In addition sundry purchases of plant of Rs. 5,650 were made.
- c) Income tax paid during the year amounted to Rs. 25,000.
- d) Net Profit for the year 2008 before tax Rs. 62,350.

Prepare Funds Flow statement.



P627

[3675] - 315

M.B.A.

MARKETING MANAGEMENT SPECIALIZATION

(305 A) : Distribution & Retail Management

(2008 Pattern) (Sem. - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt two questions from Section - I & three questions from Section - II.*
- 2) Q.1. from Section - I & Q.4 from Section - II are compulsory.*
- 3) All questions carry equal marks.*

SECTION - I

Q1) Govt. of India recently announced introduction of 3G spectrum which will enable integrated mobile services in the hand sets. Design a distribution channel for a mobile company to distribute these 3G enabled handsets & services to the end customers.

- Q2)** a) Discuss the concept, objectives & significance of physical distribution.
b) What is the importance distribution management to the dairy business?

Q3) Write short notes on any two of the following :

- a) Channel conflicts.
- b) Multichannel marketing.
- c) Function of wholesalers.

SECTION - II

Q4) Organised retail sector is also entering into pharmaceutical marketing posing great threat to the pharmaceutical chemists & druggists in the unorganized sector. What strategies you will suggest to the chemist/druggists in the unorganised sector to meet the competition from organized retail sector.

P.T.O.

Q5) Explain various components of retail store administration. Give examples.

Q6) Discuss types of non-store retail formats & explain one of the types in detail.

Q7) ‘A retailer is an important factor in the supply chain management for reaching out to the end customer’. Do you agree with the statement? Justify your answer.



P628

[3675] - 316

M.B.A.

(305 B) : ADVANCE FINANCIAL SERVICES

(Finance Specialization)

(2008 Pattern) (Sem. - III)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain the various instruments dealt with in the money market.

Q2) Explain the objectives and activities of the national Housing Bank.

Q3) Explain the meaning & procedure of securitization. Discuss its advantages.

Q4) Explain the SEBI guidelines for merchant bankers.

Q5) What is credit rating? What are its benefits and limitations?

Q6) What is factoring? How is it useful?

Q7) Write short notes (any two) :

- a) SEBI Guidelines for NBFCs.
- b) Meaning & role of primary market.
- c) Stock Holding Corporation of India (SHCIL).
- d) Treasury Bill.



P629

[3675] - 317

M.B.A. (Sem. - III)

(305 C) : VISUAL BASIC AND ORACLE

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Write your assumptions.*
- 3) *For solving queries, use exact column names.*
- 4) *Figure to right indicate full marks.*

Q1) Consider the following tables to solve the following queries (any 5) : **[10]**

EMP (eno, ename, gender, dob, deptno, salary, city)

Dept (deptno, dept-name)

- a) Display all male employees from Pune and Mumbai.
- b) Add "Email" column in EMP table.
- c) Display employee details along with Dept name.
- d) Display maximum salary from each Dept.
- e) Raise the salary of employees of dept 10 by 12%.
- f) Rename "dob" column and change it to "birthdate".

Q2) Write a procedure which will accept a string and returns the reverse of the string. Also write calling program. **[10]**

OR

Write a trigger which will not allow any user to perform any DML operation on "EMP" table on weekends (Saturday & Sunday).

Q3) Write short notes on the following (any 4) : **[16]**

- a) Set operators.
- b) Date functions of SQL.
- c) Constraints.
- d) Cursors.
- e) PL/SQL features.

P.T.O.

- Q4)** Explain the properties (any 5) : **[10]**
- a) Style property of combo box.
 - b) Multi line property of text box.
 - c) Cancel property of command Button.
 - d) Auto size property of label.
 - e) Tool Tip Text of Dirlist Box.
 - f) Border style of label.

Q5) Write a ADO code for EMP Table with fields : eno, ename, deptno, salary to perform various operations : Add, Edit, delete, view first, view Next, view last, view previous. Do proper validations. **[12]**

- Q6)** Write short notes on the following (any 3) : **[12]**
- a) Control statements in VB.
 - b) Dialog Boxes in VB.
 - c) Date functions in VB.
 - d) Cursor types in ADO.



P630

[3675] - 319

M.B.A.

HR - SPECIALISATION

(305 E) : Personnel Administration, Application and Procedure

(2008 Pattern) (Sem. - III)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

- Q1)** a) Define Personnel Administration. [5]
b) Explain the objectives and principles of personnel administration in detail. [9]

- Q2)** a) Define Personnel Audit. [5]
b) Explain the importance of Personnel Audit in any organisation. [9]

- Q3)** Draft a charge sheet cum notice of Enquiry to a worker who was found quarrelling with a supervisor. [14]

- Q4)** Calculate the bonus of following employees who have worked for 12 months in the year 2008 : [14]

- a) Mr. A (Basic + DA = Rs. 2200/-)
- b) Mr. B (Basic + DA = Rs. 3300/-)
- c) Mr. C (Basic + DA = Rs. 1500/-)
- d) Mr. D (Basic + DA = Rs. 10,700/-)
at the rate of 8.33% and 20%

- Q5)** a) Write a letter to P.F. Commissioner regarding yearly returns of the company. [7]
b) Write a letter to the Trade Union secretary regarding the chartered of Demand meeting. [7]

P.T.O.

Q6) Explain in detail the challenges of modern personnel manager in any organisation. **[14]**

Q7) Write short notes on any three of the following : **[14]**

- a) Minimum wage, fair wage and living age.
- b) Difference between Personnel Administration and Personnel Management.
- c) E.S.I.
- d) Gratuity.
- e) Superannuation.



[3675] - 43
P474
M.B.A. (Sem. - III)
(305 A) MARKETING MANAGEMENT SPECIALIZATION
DISTRIBUTION AND RETAIL MANAGEMENT
(2005 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt any two questions from section I & any three questions from section II.*
- 2) All questions carry equal marks.*

SECTION - I

- Q1)* “The most successful distribution system is the one which operates at the lowest Cost”. Give your views with examples.
- Q2)* Describe in detail the different components involved in physical distribution.
- Q3)* Write short notes on any Two:
- a) Performance appraisal of channel members.
 - b) Channel conflict.
 - c) Channel efficiency measurement.

SECTION - II

- Q4)* a) Explain the various types of retailers.
b) Analyse critically the nature and importance of retailing.
- Q5)* Describe the various retailing formats in India and in International markets.
- Q6)* Elaborate the various factors which affect location decision.
- Q7)* Write short notes on any Two:
- a) Electronic data exchanges.
 - b) Franchising in organised retail.
 - c) CRM in retailing.



P479

[3675] - 52
M.B.A. (Sem. - III)
(303 B) DIRECT TAXATION
(2002) (Old)

Time : 3 Hours]

[Max. Marks :60

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory. Attempt any three of the following.*
- 2) *All questions carry equal marks.*

Q1) Write short notes (any three): **[3 × 5 = 15]**

- | | |
|------------------------|----------------------------|
| a) Assessee. | b) Assessment Year. |
| c) Agricultural Income | d) Short term Capital Gain |
| e) Person | |

Q2) Explain how residential status of an Individual is decided as per the provisions of Income tax act. **[15]**

Q3) a) Explain how Gross Annual Value is decided . **[7]**
b) Calculate Income from House Property from the following information. **[8]**

Fair rent Rs. 65,000.
Municipal valuation Rs. 63,000
Standard Rent Rs. 66,000.
Municipal taxes paid by the tenant Rs. 3,000.
Repairs Rs.1200
Interest on borrowed Capital Rs. 1,500

Q4) Mr. Sunil is working in AQR Ltd. Calculate his Income from salaries for the Assessment Year 2007-2008 from the following details: **[15]**

Basic salary Rs. 1,35,000 p.a.
Bonus Rs. 12,000 p.a.
Dearness Allowance Rs. 5,000 p.a.
Commission Rs. 7000 p.a.
Children's education allowance Rs. 500 p.m. each for two children.
Hostel allowance Rs. 250 p.m. each for two children.
Employer's contribution towards Recognized provident fund is Rs. 18,000
Interest on Recognized Provident Fund is Rs. 4500 @ 8%
Donation towards National relief Fund Rs. 2000.

P.T.O.

- Q5)** a) Explain the term Minimum Alternative Tax (MAT) [15]
b) Explain Provision regarding Returns of income
- Q6)** a) An assessee purchased a residential house on 1st September 2007 and sold it on 1st December 2007. The Value of the property was Rs. 10,00,000 and the sale proceeds were Rs. 16,00,000. On 1st December 2007 he purchased another residential house property for Rs. 8,00,000. Compute capital gain. [8]
b) What are the deductions available for capital gains. [7]
- Q7)** Discuss the tax implications in the following situations. [5 × 3 = 15]
a) Depreciation on Machinery Rs. 20,000. but as per section 32 allowable was Rs. 18,000.
b) Salary and Perquisites paid to a relative Rs. 60,000.
c) Household expenses of Rs. 8000 were debited to the Profit and loss A/c.
d) Payment made Rs. 60,000 in cash.
e) Cash stolen Rs. 2000.



Total No. of Questions :6]

[Total No. of Pages :1

P480

[3675] - 54

M.B.A. (Sem. - I to IV)
MANAGEMENT FACULTY
(304 A) International Marketing
(Old - 2002 Pattern)

Time : 3 Hours]

[Max. Marks :60

Instructions to the candidates:

- 1) Attempt any four questions.*
- 2) All questions carry equal marks.*

Q1) Explain the culture influences on buying behaviour in International Markets.

Q2) Explain various market entry strategies in International Markets.

Q3) What are functional level, Business level and Corporate level objectives of International Marketing? Explain in detail with suitable examples.

Q4) Explain various methods of payment for shipped goods in International markets.

Q5) How does overseas Market Research differ from domestic Market research? What precautions are mandatory before committing funds for overseas Market research?

Q6) Write short notes: (any two)

- a) Quality Control in exports.
- b) Physical Distribution for international marketing.
- c) International Product Life Cycles.



Total No. of Questions : 8]

[Total No. of Pages : 1

[3675] - 63
P485
M.B.A. (Sem. - IV)
(404 B) : LEGAL & PROCEDURAL ASPECTS OF FINANCE
(Old)

Time : 3 Hours]

[Max. Marks :60

Instructions to the candidates:

- 1) Attempt any two questions from each section.*
- 2) All questions carry equal marks.*

SECTION - I

- Q1)* What is “Wage” under “Payment of Wages Act”? What are the deductions allowed from wages?
- Q2)* What is Minimum & Maximum bonus payable under payment of Bonus Act with reference to Set Off and Set On?
- Q3)* What are the provisions of Employees Provident Fund Act for Employers & Employees towards amount payable & the timing of the same?
- Q4)* Define “Gratuity” under the gratuity Act and explain. How much & when Gratuity is payable?

SECTION - II

- Q5)* What are the provisions of Companies Act in respect of Board Meetings & Shareholders’ meetings?
- Q6)* What is the “Annual Report” by the company & what are the contents thereof?
- Q7)* “Corporate Governance” give transparency in the periodical reports to all “Do you agree”? Explain in details.
- Q8)* What are the provisions for maintenance of statutory books, Registers & Records under the companies Act?



Total No. of Questions :9]

[Total No. of Pages :2

[3675] - 415

P509

M.B.A. (Sem. - IV)

(408 B) STRATEGIC FINANCIAL MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt any five questions from Section - I. Each question from Section - I carries 11 marks.*
- 2) Attempt any one question from Section - II and it carries 15 marks.*
- 3) Answers to both the sections are to be written on same answer sheet.*

SECTION - I

- Q1)** What are the prerequisites of strategic wage negotiation and how these prerequisites are useful in strategic wage negotiation? Discuss with the help of suitable examples?
- Q2)** Write a detailed note on Brand Valuation. Discuss various methods of brand valuation.
- Q3)** Explain the Factors Deciding Expectations of Shareholders.
- Q4)** Explain voluntary retirement scheme and discuss its financial implications on Strategic Wage Management?
- Q5)** Explain the concept of lifecycle costing with the help of example.
- Q6)** What are the strategic approaches to supply cost management?
- Q7)** Explain in detail the 'NINE REFERENCES' for strategic Financial Management.

SECTION - II

- Q8)** From the following particulars, ascertain the value of stock as on 31st March 20X2 and also the profit for the year. Stock as on 1.4.20X1 Rs. 14,250; Purchases Rs. 76,250; Manufacturing Expenses Rs. 15,000; Selling Expenses Rs. 6,050; Administrative Expenses Rs. 3,000; Financial Charges Rs. 2, 150; Sales Rs. 1,24,500. At the time of valuing stock as on 31st March 20X1 a sum

P.T.O.

of Rs. 1,750 was written off on a particulars item, which was originally purchased for Rs. 5,000 and was sold during the year for Rs. 4,500. Barring the transaction relating to this item, the gross profit earned during the year was 20 per cent on sales.

Q9) M/s Venus Mfg. Ltd is engaged in manufacturing of chemical products. The financial data for the firm for the F.Y. 2001-2002 is given as under-

	Amt in Rs.
Equity Capital	5000000
Reserves	1000000
Debentures @ 15%	3000000
Term Loan @ 12%	5000000
Operating Profit	8000000
Cost of Equity	14% (Shareholder's expectations)
	18% (Assumed by Head Quarter for EVA
Cost of Capital	computation)
Growth Rate of Economy	5%
Company pays tax @	30%
Company assumes increase in fixed assets by Rs. 500000 on account of market price appreciation during the year.	
Compute EVA & OVA (Owner's Value Added) for the company. Explain significance of EVA & OVA.	
Make necessary assumptions.	



Total No. of Questions :5]

[Total No. of Pages :3

Case : 1

P620

[3675] - 31

M.B.A.

**301 : BUSINESS POLICY & STRATEGIC
MANAGEMENT
(Sem. - III) (2005 Pattern)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt any three questions from section I and each question carry 15 marks.*
- 2) Section II case is compulsory and carry 25 marks.*
- 3) Support your answers with suitable examples.*
- 4) Clarity and brevity will be given due weightage.*

SECTION - I

- Q1)** Define strategy and explain the concept of strategic management in brief. Do you believe that the concept of strategy is relevant in the current business environment?
- Q2)** Leadership style, corporate culture, values and ethics play a crucial role in effective implementation of strategy. Comment.
- Q3)** a) Describe BCG matrix.
b) Explain GE Nine cell model. What are the advantages of GE Nine cell over BCG matrix?
- Q4)** Define a 'business model'. List key aspects of the E-commerce business environment. How do they influence strategy formulation and implementation of E-commerce based business? Explain with appropriate examples.
- Q5)** Write short notes on any Three:
- a) Core competence.
 - b) Value chain.
 - c) Sustainable competitive advantage
 - d) Mc Kinsey's 7s framework.
 - e) Strategy as leverage.

P.T.O.

SECTION - II

Case : Gaining Laurels: Indian IT Services

One billion consumers, a growing economy, expanding small and medium enterprises—the equivalent of a packed stadium, sunny weather and the perfect pitch for India’s IT services industry to play its next innings. All the industry needs to win is skilled batsmen with the right technique and temperament. In this respect, there are many seasoned players—Infosys, TCS, and Wipro, to name a few.

International collaboration for offshore support catapulted India to the forefront of the IT world, making it a premier outsourcing destination. India’s technical populace is capable of knocking the ball to the boundary thanks to their proficiency in English, which gives India an advantage over several other countries. It is estimated that over 4 million technical workers and more than 67, 785 computer software professionals are trained in India every year.

Weighed down by the global economic downturn, companies have frozen IT budgets and put off-shoring decisions on hold. Though the lull is far from over, companies have now resumed outsourcing non-core activities, in their drive to be cost-efficient. New deals involve ‘business transformation outsourcing’, where clients outsource the restructuring of entire processes such as payroll or HR administration in order to achieve cost savings. This opens up a gamut of opportunities.

The IT services industry is witnessing new paradigms to suit the evolving global demand. The move towards service-oriented business models has resulted in cheaper services as it eliminates the need for purchasing expensive hardware. The service model is expected to drive demand for IT services as it requires skilled manpower to handle customer interaction. IT sector is also using the success formula of the home-brewed IPL → ROAD AHEAD to focus on the domestic market. The IT services industry is on a fast growth trajectory as it expands into diverse industry verticals and caters to demands of the tier-I and II cities. The most important factor driving the industry (besides cost optimisation) is the need to achieve operational excellence and innovation. With approximately 7.4 million units in the country, SMBs form the largest business segment in India, and they are demanding that IT services grow and deal with the fast-changing global scene. Enterprises are beginning to understand the value of IT investments beyond mere cost-cutting and are using IT to enhance business performance. According to Gartner, India’s IT spending is likely to double between 2007 and 2012, touching the \$110-billion mark.

While demand is strongest in the telecom and financial services sectors, there is also substantial demand from services, infrastructure, manufacturing, and government sectors. As industries grow, so does their demand for technology support. The PC market directly impacts the demand for IT services, and is expected to grow by 13.7% in 2009. In BFSI space, the increasing use of plastic cards and the movement of business activity to the internet will drive IT spends much higher than the current 5-7% of revenue. Networking infrastructure and services are other areas of fast-paced growth as expanding firms demand better connectivity and ease of communication.

IT services comprised approximately 7% of India's GDP in 2008, up from 4.8% in 2005-06. Montek Singh Ahluwalia Deputy Chairman, Planning Commission, believes that India can grow by 6.5-7% in 2009-10, indicating a promising market for IT services. Despite the crisis, IT services have established their indispensability in a world where firms look towards embracing all measures that give them a price advantage. All in all, the outlook for the new age Dhonis and Sehwags of the IT domain looks quite promising.

Source: Economic Times

Questions:

Q1) Carryout an Environmental Analysis (SWOT) for IT sector in India.

Q2) What are new strategies to be developed by TCS in view of global economic downturn?



[3675] - 36
M.B.A.
PRODUCTION AND MATERIALS SPECIALISATION
(303 - D) Logistics and Supply Chain Management
(2005 Pattern) (Sem. - III)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

- Q1)** Discuss specific situations when the efficient logistical operations can use any of the following methods.
- a) Employ internal logistics expertise.
 - b) Employ a logistics service provider.
 - c) Acquire a company with logistics expertise.
- Q2)** Develop a supply chain for any two of the following.
- a) Readymade garments.
 - b) Wrist watches.
 - c) Large milk dairy.
 - d) An IPO.
- Q3)** Explain the factors to be considered in selecting transport mode.
- Q4)** Explain step - by - step the developments that took place in arriving at the present SCM and the conventional method of manufacturing and marketing.
- Q5)** Describe the role of different packaging methods in meeting logistical objectives and marketing objectives. Give examples as required.
- Q6)** Explain the factors on which a distribution planning system is based. Explain w.r.t. inventory, storage location and handling.
- Q7)** Write short notes on any Two of the following.
- a) Bull - whip effect.
 - b) Role of containerisation.
 - c) Relation of service level and inventory level.
 - d) Principles of material handling.



P622

[3675] - 45

M.B.A.

**305 (C) : VISUAL BASIC & ORACLE
(2005 Pattern) (Sem. - III)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Write your assumptions.*
- 3) *For solving queries, use exact column names.*
- 4) *Figures to right indicate full marks.*

Q1) Consider the following tables to solve the following queries. (any 5) [10]

Emp (eno, ename, dob, gender, sal, deptno, designo, city).

Dept (deptno, dept-name).

Designation (designo, desig-name).

- a) Delete the record of all employees whose name starts with 'S'.
- b) Raise the salary of those employees who are working in deptno 10 by 10%.
- c) Display designation wise total number of employees.
- d) Display list of employees whose designation is 'Clerk'.
- e) Display the list of employees whose salary is greater than average salary of all employees.
- f) Display the list of employees who are working in 'Sales' Dept.

Q2) Write a function which will accept a number and returns sum of the digits of the number. Also write the calling program. [10]

OR

Write a cursor which will display top 5 salaried employees for a particular department. Accept dept number from user.

P.T.O.

Q3) Write short notes on the following (any 4) **[16]**

- a) Data Types in SQL.
- b) Joins.
- c) Locks in oracle.
- d) Report writing commands in SQL.
- e) Numeric functions in SQL.

Q4) Explain the properties (any 5): **[10]**

- a) Interval of timer.
- b) Autosize property of label.
- c) Stretch property of Image.
- d) Tool Tip Text of DirList Box.
- e) Max Property of vertical scroll bar.
- f) Value of Check Box.

Q5) Write a ADO code for table supplier with fields Sup-code, Sup-name, Sup-address, Sup-contactno and perform Add, Edit, Delete & View first, last, next, previous facility. Do proper validations. **[12]**

Q6) Write short notes on the following (any 3): **[12]**

- a) String Functions in VB.
- b) Arrays in VB and Control Array.
- c) Dialog Boxes in VB.
- d) Control statements in VB.



Total No. of Questions : 11]

[Total No. of Pages : 4

P623

[3675] - 102

M.B.A. (Sem. - I)

(102) : MANAGEMENT ACCOUNTING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 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) *Use of non programmable, portable, electronic calculator is allowed.*

SECTION - I

Q1) Differentiate between Management Accounting and Financial Accounting? [10]

Q2) Why a Journal is called as “Book of original Entry”? Explain the rules for recording the real, personal & nominal accounts in the Journal? [10]

Q3) What is a Trial Balance? What are the objects of preparing it? [10]

Q4) What is a ‘Budget’? What are different types of budgets? Explain. [10]

Q5) Explain the following: [10]

- a) Cash discount.
- b) Revenue expenditure.
- c) Ledger.

Q6) Explain the concept of overheads. State the causes of under & over absorption of factory overheads. [10]

Q7) Write short notes on [any two]: [10]

- a) Balance Sheet.
- b) Tangible & Intangible Assets
- c) Labour Turnover.

P.T.O.

SECTION - II

Q8) From the following details of store receipts & issues of material “Alpha” in a mfg. unit, prepare the store ledger using weighted average method of valuing the issues. **[15]**

November	1	opening stock 2,000 units @ Rs. 5 each.	
	3	issued 1500 units to production.	
	4	received 4,500 units @ Rs. 6 each.	
	8	issued 1600 units to production.	
	9	returned to stores 100 units by production deptt (from issues of Nov. 3)	
	16	received 2400 units @ Rs. 6.50 each.	
	19	returned to supplier 200 units out of quantity received on Nov. 4	
	20	received 1,000 units @ Rs. 7 each.	
	24	issued to production 2100 units.	
	27	received 1,200 units @ Rs. 7.50 each.	
	29	issued to production 2800 units.	

Q9) Calculate Prime cost, Factory cost, cost of Production, cost of Sales & Profit from the following particulars. **[15]**

	Rs.		Rs.
Direct materials	1,00,000	Depreciation:	
Direct wages	30,000	factory	500
		office	1,250
Wages of foreman	2,500	Stores Consumable	2,500
Electric power	500	Manager’s salary	5,000
Lighting: factory	1,500	Director’s Fees	1,250
office	500	Office stationery	500
Storekeepers wages	1,000	Telephone charges	125
Oil & Water	500	Postage	250
Rent : factory	5,000	Salesman Salary	1,250
office	2,500	Travelling expenses	500
Repairs & Renewals		Advertising	1,250
factory	3,500		
office	500	Warehouse charges	500
Transfer to Reserves	1,000	Sales	1,89,500
Discount on shares		Carriage outwards	375
written off	500	Income Tax	10,000
		Dividend	2,000

Q10) From the following Trial balance of Shri. Haribhau & additional Information, Prepare Trading, P & L A/c for the year ended 31st March 2009 & Balance Sheet as on that date. **[15]**

Trial Balance as at 31 - 03 - 2009

Heads of Accounts	Debit (Rs.)	Credit (Rs.)
Capital		1,00,000
Furniture	20,000	
Purchases	1,50,000	
Debtors	2,00,000	
Interest Earned		4,000
Salaries	30,000	
Sales		3,21,000
Purchase Returns		5,000
Wages	20,000	
Rent	15,000	
Sales Return	10,000	
Bad Debts written off	7,000	
Creditors		1,20,000
Drawings	24,000	
Provision for Bad Debt		6,000
Printing & Stationery	8,000	
Insurance	12,000	
Opening stock	50,000	
Office Expenses	12,000	
Provision for Depreciation		2,000
	5, 58, 000	5, 58, 000

Additional Information:

- 1) Depreciate furniture by 10% on original cost.
- 2) A Provision for Doubtful Debts needs to be created to the extent of 5% of sundry debtors.
- 3) Salaries for the month of march 2009 amounting to Rs. 3,000 were unpaid which must be provided for.
 However, salaries included Rs 2,000 paid in advance.
- 4) Insurance premia amounting to Rs 2,000 is prepaid.
- 5) Provide for outstanding office expenses Rs. 8,000/-
- 6) Stock used for private purpose Rs. 6,000
- 7) Closing stock - in- Trade Rs. 6,000.

Q11) Explain the significance of 'Break Even point'.

[3]

&

From the following particulars calculate.

- 1) Contribution 2) P/V ratio 3) BEP in "units" & in "Rupees" &
- 4) What will be the selling price per unit if BEP is brought down to 25,000 units? **[12]**

Fixed Expenses	Rs. 1,50,000
Variable cost per unit	Rs. 10
Selling price per unit	Rs. 15



Total No. of Questions : 6]

[Total No. of Pages :7

Cases : 2

P624

[3675] - 301

M.B.A.

**301 : BUSINESS POLICY & STRATEGIC
MANAGEMENT**

(Sem. - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Attempt any three questions from section I and any one case from section II. Make suitable assumptions while solving a case.*
- 2) *Each question from section I carry 15 marks and each case from section II carry 25 marks.*
- 3) *Support your answers with relevant examples.*
- 4) *Clarity and brevity will be given due weightage.*

SECTION - I

- Q1)** a) Define strategy and explain the concept of strategic management process.
b) Explain the following terms:
i) Vision
ii) Mission
iii) Objectives
iv) Strategic Intent
- Q2)** a) Describe BCG matrix.
b) Explain GE Nine cell model. What are the advantages of GE Nine cell over BCG matrix?
- Q3)** What do you understand by the terms Mergers & Acquisitions? What are various types of mergers? What are the issues in implementing 'merger strategy' successfully? Cite latest Indian & Global examples relevant to the merger strategy.
- Q4)** a) Describe Mintzerbg's 5Ps of strategy.
b) Explain Porter's Five Forces Framework of Competition.

P.T.O.

Q5) Define a business model. List key aspects of E-commerce business environment. How do they influence strategy formulation and implementation for E-commerce based business? Explain with appropriate examples.

Q6) Write short notes on any Three:

- a) Corporate culture.
- b) Value chain.
- c) Core competence.
- d) Mc Kinsey's 7s framework.
- e) Out sourcing Strategies.
- f) Low cost competitive strategies.

SECTION - II

Case : I

Two Cos Talk To South Africa's Central Bank; On Course To Complete Transaction

MTN's CEO Phuthuma Nhleko on Thursday said the contours of the proposed deal with Indian telecom company Bharti Airtel announced on May 25 may "very well change" – a possible indicator that some issues remained to be resolved, even as the two companies attempted to finalise negotiations with regulators in South Africa and India.

A number of persons close to the transaction said it was on course to be completed before the end of september, the latest deadline set by the two companies, but some details relating to payment by Bharti Airtel to MTN and its shareholders remained to be finalised. Any change would be minor, they said. The Indian telecom company, may, for instance, rejig its earlier offer to MTN shareholders and offer them an option to be paid entirely in cash or in shares in addition to a combination of both that is currently on offer. At the same time, Bharti is looking to pay some of the larger shareholders of MTN in dollars instead of the South African currency, the rand, in which the smaller shareholders will be compensated.

Bharti and MTN have been in talks with the South African Reserve Bank (SARB) for the past few weeks on this issue. By paying foreign institutional and other institutional shareholders of MTN in dollars, Bharti will also protect itself from currency fluctuations.



THE Indian company had earlier proposed paying all MTN shareholders 86 rand per share alongwith half a share of Bharti Airtel in the form of a Global Depository Receipt (GDR). But this may have to be re-worked, if some investors want the entire amount in cash or in shares. India's largest mobile company by subscribers and revenues is, however, unlikely to increase the price per share, other than the rise caused by the South African currency's appreciation against the dollar.

Mr Nhleko told analysts in the conference call from Johannesburg that "whatever was published on May 25 may very well change," after the South Africa-based telco had announced its half-yearly results for the period ended

June. “Or it may stay the same,” he added, after a brief pause. But in the call, Mr Nhleko also expressed enthusiasm for the deal, describing it as “transformational” for MTN. “We want to do the deal sooner rather than later, because we are really uncomfortable with the uncertainty,” Nhleko told Reuters.

One official close to the negotiations said talks were on with SARB to allow institutional shareholders in South Africa a fixed time frame to convert dollars into rand. “Some of the larger shareholders are more comfortable with shares rather than cash. The Smaller shareholders are, however, likely to Prefer payment in cash,” said an official close to the talks. The companies are currently awaiting feedback from SARB. Sounding out a country’s central bank is standard operating procedure in case of transaction that involves large movements of money. South Africa’s foreign exchange reserves were \$ 35.7 billion at the end of June this year.

The larger shareholders of MTN include South Africa’s state-owned Public Investment Corp, which holds a 20% stake; Lebanon’s Mikati family, which owns a tad less than 10% and Newshelf 664 (a company owned by MTN managers and staff), which holds 14.87%. Some of the smaller shareholders include Fidelity, Vanguard, Oppenheimer, Franklin Templeton among others. Issues related to foreign exchange and the challenge of dealing with two jurisdictions, India and South Africa, were the main reasons for the delay in consummating the transaction, a person close to the deal said. “Besides each type of investor needs to be handled differently,” he said. The MTN chief also said in the conference call that the proposed \$23-billion merger, which could lead to the creation on the world’s third-largest telecom firm stretching across Africa, West Asia and the India subcontinent, could offer the South African telco “diversification, scale and Synergy benefits.”

“We have given ourselves until September 30 to find something that is palatable to ourselves and our shareholders, and Makes strategic sense.” Mr Nhleko added. “The rationale for the transaction is compelling, and includes diversification and synergistic benefits as well as addressing the objective of becoming one of the pre-eminent emerging market telecommunication companies,” MTN said in a separate statement while announcing its interim results for the first six months of the calendar year. An indicator that the deal structure may be tweaked, if only a little, is that the South African telco also said “no decision or agreement to acquire any shares or GDRs..... has yet been made by the boards of either MTN or Bharti.”

Bharti Airtel had earlier informed India's markets regulator, Sebi, that its equity expansion will only be in the form of GDRs that will be listed on the Johannesburg Stock Exchange, implying that the South African company's entire 36% holding in the Indian company — 25% through MTN and the rest through its shareholders — will be in the form of GDRs. MTN's statement on Thursday may also imply that Bharti may be considering the possibility of increasing the cash component of the deal by reducing the share of GDRs.

The deal's contours, unveiled in May, involve a complex structure in which both firms would pay cash and equity for stakes in each other, the end result of which will see Bharti Airtel getting a 49% stake in MTN, and the South African telco and its shareholders getting a 36% economic interest in Bharti. As reported by ET on Thursday, the rising African currency could increase the cash component that Bharti Airtel would have to pay to MTN shareholders by at least an additional \$413 million (Rs 2,017 crore). At the end of May, Bharti had said it would have to make a cash payment of 86 rand for every MTN share. The total dollar outgo at that time came to around \$6.94 billion. However, this amount has now gone up by around \$413 million to around \$7.38 billion.

Source: Economic Times

Questions:

Q1) Carryout an Environmental Threats and Opportunities Profile (ETOP) for Bharti - MTN.

Q2) Will Bharti - MTN have a sustainable competitive Advantage? Justify your answer.

Case : II

Cruising Through Rough Weather

At around this time last year, the IT sector took most of the beating on the bourses, following the never-ending woes in the global subprime market, subsequent bankruptcies and mergers of financial institutions, and the feeble currency market. The situation has not seen much of a turnaround this year either, atleast at the time of compiling the lists of India's largest companies. In this scenario, it becomes imperative to understand how the latest year's assessment panned out for this sector, which contributes 16% to India's total exports and provides direct employment to 2.2 million people.

The IT sector, once a favourite of investors and analysts alike, has seen some upheavals on domestic bourses in the last couple of years. This is reflected in the falling valuations of the top companies in the sector. For instance, the price-earnings multiple (P/E)—one of the important indicators of stock market valuation—for the top IT pack has fallen sharply, from above 30 in 2006 to close to 20 now. This largely mirrors the market expectations of slower growth due to industry-specific risks such as rupee volatility and the public outcry against outsourcing in the major markets for Indian IT services—the US and Europe. The IT industry is also facing macro-economic issues that may curtail future growth: the recessionary winds in the global economy and difficulties with user industries, especially automobiles and telecom.

The top-line and bottom-line growth for IT companies has tapered substantially over a period of time. In each of FY 2008 and FY 2009, the top three IT exporters—TCS, Infosys, and Wipro—reported an increase of just 26% in revenue and 17% in net profit (PAT) at the aggregate levels. This can be compared with the 44% jump in revenue and 47% increase in PAT in FY 2007. Not only did growth slow, but profit margins also shrank drastically in FY 2009.

One reason for the subdued performance of the IT sector in the last fiscal was the worsening situation in the global financial markets. The IT sector earns nearly 40% of its revenue from the banking, financial services and insurance (BFSI) vertical. Most top-tier IT exporters witnessed a drop in their BFSI revenue in this period. Another vertical that took a beating was telecom. Clients in this vertical suffered lower demand and reduced realisations, compelling companies such as the UK telecom giant BT to reduce their outsourcing work. Other verticals including automobiles and other manufacturing also witnessed lower demand during the year.

The rupee has continued to weaken against the dollar. This intensified the losses of IT exporters such as TCS and HCL Technologies, which posted higher forex hedging losses. These companies had previously booked forward covers and options when the rupee-dollar rates were over 41. Any depreciation in the rupee beyond this level resulted in hedging losses for these companies. For instance, during the year ended March 09, TCS reported forex loss of Rs. 781.5 crore against a gain of Rs. 500.5 crore in the previous year. The loss also restricted the company's net profit growth to just over 5%, even as the revenue rose by 23%.

While slower demand due to IT spending cuts, delays in project finalisations and pressure on billing rates were the operational headwinds at one end, IT exporters saw some traction at the other end, with multi-year, multi-million-dollar outsourcing projects. Total IT outsourcing was another trend which picked up momentum during the year, following an urgent need for clients to streamline operations and cut costs. TCS, Wipro, Infosys, and HCL Technologies announced such deals in \$ 50-100-million range during the year.

The previous year also witnessed most top IT players taking the domestic IT services market seriously. The domestic market had so far been dominated by multinationals like IBM, Accenture and HP. However, Indian IT companies have now become nimble enough to identify opportunities in the domestic space, especially in telecom, education and government projects.

Going ahead, while the domestic space looks more promising, the global market is also expected to post a recovery sooner than expected which augurs well for the Indian IT players.

Source: Economic Times

Questions:

Q1) Carryout an Environmental Analysis (SWOT) for IT Sector.

Q2) Develop a strategic plan for TCS and HCL companies.



Total No. of Questions :7]

[Total No. of Pages :2

P625

[3675] - 303

M.B.A. (Sem. - III)

MARKETING MANAGEMENT SPECIALISATION

(303 - A) MARKETING RESEARCH

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Question No. 7 is compulsory.*
- 3) *Answer any four questions from question 1 to 6.*
- 4) *Use of non programmable electronic calculators is allowed.*

Q1) Define Marketing Research. Explain its role in Marketing Management.

Q2) Explain various methods of sampling in detail.

Q3) Explain following methods of primary data collection.

- a) Observation.
- b) Postal Survey.

Q4) Explain the application of Marketing Research in the following areas.

- a) Market Segmentation.
- b) Positioning.

Q5) A car manufacturer claims that its new car gives mileage of atleast 10 km per lit. of petrol. A sample of 10 cars is taken and their mileage recorded is as follows in km per lit.

11.2, 10.7, 11.3, 11.0, 10.8, 10.7, 10.6, 10.6, 10.7, 10.4 Is there any statistical evidence to support the claim of the manufacturer about the mileage of the car? (Given that, table value of 't' for g d.f. at 5% level of significance is 1.83)

P.T.O.

Q6) Write short notes on (any Two):

- a) Web based Research
- b) Research Report.
- c) Subjective Methods of sales Forecasting.

Q7) With the new 3G Telecom Services that are being launched in India, the already crowded cellular service provider market is looking for newer customers and services that may be needed by existing and new customers. It has also been noticed that greater part of revenue is generated through Value Added Services (VAS). A Telecom company wants to understand mindset of customers regarding telecom service expectations and need for subscribing to various VAS.

Draft a questionnaire for collecting above primary data.



Total No. of Questions : 7]

[Total No. of Pages : 2

P1281

[3675]-311

M.B.A.

COMPUTER SPECIALIZATION

**304 C : Relational Database Management Systems
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question no. 1 is compulsory.*
- 2) *Solve any five from Q. no. 2 to Q. no. 7.*
- 3) *Figures to the right indicate full marks.*

Q1) Normalize the following upto 3NF

[20]

Rohit Engineering Works Delivery challan				
To, Customer code Name Address Delivery Items Details			Delivery Challan no Date : P.O. No. Po. Date :	
Sr.no.	Description	UOM	Qty in pack	Total Packs
Dispatcher Signature			Receiver's Signature	

Q2) a) Explain generalization terms in ER diagram. **[5]**

b) Explain RDBMS Architecture. **[5]**

Q3) a) Explain Hierarchical database in detail. **[5]**

b) Explain views in SQL. **[5]**

P.T.O.

- Q4)** a) Explain object-oriented data model concept in detail. [5]
b) Explain ALTER and DROP types in OOD. [5]

Q5) Explain Dr. Codd's RDBMS rules. [10]

Q6) Write short notes on (any two) : [10]

- a) Database Administrator.
- b) Network data model.
- c) Different DCL commands in SQL.
- d) Entity, weak entity, entity set.

Q7) Solve the following queries in SQL (any five) : [10]

Tables :

- a) Patient : (Patient code, name, address, ref.doctor, causefor admission, amount deposited).
- b) Doctor : (Doctor code, name, address, city, phno, specialization).
- c) Ward : (Ward code, room code, patient code, doctor code).

Solve any five :

- i) List all the doctors for 'Heart' specialization.
- ii) Display patient those admitted for 'Special Heart Surgery'.
- iii) How many patients have been admitted in ward no CB101.
- iv) Change Doctors name for the patient code 'COH2009101'.
- v) List all patients who have deposited amount more than Rs.1,00,000/-.
- vi) Insert a new record in patient table.
- vii) List all doctors who are giving treatment for ref.Doctor 'Dr.Gawali'.



Total No. of Questions : 7]

[Total No. of Pages : 2

P1358

[3675]-302

M.B.A.

(302) MANAGEMENT CONTROL SYSTEMS

(Sem. - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any four questions from Q. No. 1 to Q. No. 6.*
- 2) Question No. 7 is compulsory.*
- 3) Figures to the right indicate full marks.*

Q1) “Management control is the process by which Manager influence other members of the organization to implement the organizations strategies”. Explain. **[14]**

Q2) Explain various responsibility centres in detail. **[14]**

Q3) What are the differences in the nature of control in service industry and manufacturing industry? Explain management control system applied to insurance companies. **[14]**

Q4) Explain the concept of balance score card as a performance measurement system. What are the steps involved in forming a balance score card. **[14]**

Q5) What is Cost Audit? What are the objectives of cost audit? How does it differ from Financial Audit? **[14]**

Q6) Write short note (Any Two): **[14]**

- a) Functions of controller.
- b) Zero base budget.
- c) Need of transfer pricing.
- d) Goal congruence.

P.T.O.

- Q7) a) Following is the considered income statement of a firm for the current year.

		(Rs. in Lakhs)
	Sales revenue	500
<u>less</u>	Operating cost	300
<u>less</u>	Interest cost	12
	EBT \longrightarrow	188
<u>less</u>	Taxes (0.40)	75.2
	EAT	112.8

The firms existing capital consists of Rs. 150 lakhs equity funds, having 15% cost and of Rs. 100 lakhs 12% debt. Determine EVA during the year. [8]

- b) A Maithilee Company furnished following financial data pertaining to year 2008-09

Particulars	Rs. in crores
Sales	12.00
Variable cost	4.00
Fixed cost	1.00
Debt	7.00
Equity	12.00

Cost of debt 10%, tax rate 50%, cost of equity 12%.

Calculate ROI on EBIT. [6]

□□□□

Total No. of Questions : 7]

[Total No. of Pages : 1

P1359

[3675]-309

M.B.A.

(304-A) : INTEGRATED MARKETING COMMUNICATIONS

(Sem. - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) a) Define 'Advertising' and explain objectives of 'Advertising'. [6]

b) Explain classification of 'Advertising' with supporting examples. [8]

Q2) a) Explain the role played by 'Direct Marketing' in the Communication Mix. [4]

b) Elaborate various methods of 'Direct Marketing'. [10]

Q3) Assume that you have been appointed as Manager for a Multinational Firm entering Indian markets with its brand of "Packaged Salted Waters". Design an 'IMC Programme' for this firm in the capacity of Marketing Manager. Justify your answer appropriately. [14]

Q4) "Advertising adds to the cost of product, which means additional burden on the customer". Critically comment on the statement. [14]

Q5) Explain the role played by Public Relations (PR) along with types of PR. [14]

Q6) Explain in detail the necessity of maintaining good 'Government Relations', 'Media Relations' and 'Community Relations'. [14]

Q7) Write short notes (Any two) : [14]

- a) Event Management.
- b) E-commerce.
- c) Hoarding contractors.
- d) CPM.

□□□□

Total No. of Questions : 7]

[Total No. of Pages : 4

P1360

[3675]-310

M.B.A.

(304 B) DIRECT TAXATION

(New Syllabus - 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory which carries 10 marks.*
- 2) *Attempt any four questions from the rests Q.No. 2 to Q.No. 7 carry 15 marks each.*
- 3) *Questions are set for the assessment year 2009-10.*

Q1) Answer the following questions. (Any Five) **[10]**

- a) Explain the term 'Deemed Assessee'.
- b) Define the term 'Person'.
- c) What do you mean by the 'Loss Return'?
- d) Define the term 'Assessment Year'.
- e) Explain the concept of 'Profession' and 'Vocation' as given in Income Tax Act.
- f) State various conditions to be satisfied before any income to be brought under the head 'House Property Income'.
- g) What are the conditions to be fulfilled before any income liable to be tax as 'Capital Gain'?

Q2) a) Define the term salary as given u/s 17(1) of income tax act. **[5]**

- b) State various types of income which are totally exempt from taxation u/s. 10. (Give at least 10 such instances). **[10]**

Q3) a) Discuss the treatment of interest paid during the preconstruction period. **[5]**

P.T.O.

- b) Mr. Kardata submits following details in respect of capital Gain transaction for the Ass. Year 2009-10. Calculate Capital Gain chargeable to tax. [10]

Assets	Cost of Acquisition	Fair Market Value on 1.4.81	Sales Proceeds
	Rs.	Rs.	Rs.
Goodwill	-	40,000/-	4,00,000/-
Tenancy Rights	-	1,00,000/-	6,00,000/-
Route permit	-	50,000/-	5,00,000/-
Equity shares	70,000	50,000/-	6,00,000/-

Other Data -

- i) Equity shares were purchased in 1978 and are listed on Recognised Stock Exchanges.
- ii) Cost Inflation Index Relevant to the transaction is 582.

- Q4) a)** State various provisions in respect of set off and carry forward of losses in Income Tax Act. [5]

- b) Miss Fian submit following particulars for the previous year 2008-09. Calculate income chargeable to tax under House Property heads of Income. [10]

<u>Particulars</u>	<u>Rs.</u>
1. Municipal Valuation	1,80,000/-
2. Fair Rental Value	1,85,000/-
3. Standard Rent	1,75,000/-
4. Property let out at a monthly Rent	13,000/-
5. Vacancy period in the Previous Year	2 months
6. Rent not paid by the tenant	13,000/-
7. Municipal Taxes paid by the tenant	8,000/- p.a.
8. Interest on loan taken from her employer remain unpaid	1,53,800/-

Calculate income from let out property.

Q5) a) Who is liable to pay 'Advance Tax'? State various instalments and the due dates for the payment of Advance Tax. **[5]**

b) M/s X Ltd. is engaged in the business of carriage of Goods. On April 1, 2008, it owns 10 Trucks (6 out of which are Heavy Goods Vehicle). On May 6, 2008, one of the Heavy Goods Vehicle is sold by X Ltd. to purchase a light goods vehicle on May 10, 2008 which is put to use only from June 17, 2008. Find out the net Income of the company for the Assessment Year 2009-10 from the following : **[10]**

<u>Particulars</u>	<u>Rs.</u>
Freight Income	8,90,000/-
<u>Less :</u> Operational Expenses	6,40,000/-
Depreciation u/s 32	1,90,000/-
Other Office Expenses	15,000/-
∴ Net Profit	45,000/-
<u>Add :</u> Non Operating Income (Computed)	70,000/-
∴ Total Income	1,15,000/-

Q6) Mr. Taxman is employed in m/s Taxplan Ltd. (Pune) as a Finance Manager. He received following emoluments for the previous year 2008-09. Calculate Taxable Income from salary. **[15]**

1. Basic Salary Rs. 12,500/- p.m.
2. Dearness Allowance 30% of Basic salary
(Participatory in computation of Retirement Benefits)
3. City Compensatory Allowance Rs. 850/- p.m.
4. Children Education Allowance Rs. 300/- p.m.
(Mr. Taxman is having 2 son and 1 daughter studying in school)
5. House Rent Allowance Rs. 1500/- p.m.
6. He contribute Rs. 2,000/- p.m. to a Recognised provident fund to which an employer gives equal contribution p.m.
7. Interest @ 12% p.a. amounting to Rs. 14,400/- p.a. is received on provident fund accumulation during the previous year.
8. Received Rs. 18,000/- towards reimbursement of Hospital Bill of his wife.

9. Profession Tax Rs 3,300/- paid by employer.
10. He has taken a L.I.P. of Rs. 1,00,000/-, the premium of Rs. 14,800/- paid by employer.
11. He stays in a house at Pune paying a rent of Rs. 4,500/- p.m.
12. Income Tax of Rs. 12,000/- paid by employer.

- Q7)** a) What are the consequences of Non payment of Advance Tax? [5]
- b) Write a note on Minimum Alternative Tax. [5]
- c) Give the list of transaction for which Cost Inflation Index Rule is not applicable. [5]

□□□□

Total No. of Questions : 8]

[Total No. of Pages : 4

P1361

[3675]-312

M.B.A.

(304D) MODELING TECHNIQUES AND IT FOR OPERATIONS MANAGEMENT

(Production and Materials Specialization)

(Sem. - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer any five questions.*
- 2) Use of calculator is allowed.*
- 3) Maximum marks are indicated against each questions.*

Q1) a) State the steps involved in modeling process for a managerial decision making. **[5]**

b) “The best quantitative analysis models are the ones that are more elaborate and complex mathematically”. Discuss the statement in context of decision making in operations management. **[9]**

Q2) Find the optimum solution of the following Linear programming problem using simplex method : **[14]**

Maximize $Z = 3x + 5y$

Subject to the constraints :

$$12x + 5y \leq 500$$

$$x + 2y \leq 100$$

$$4x + 5y \leq 275$$

and $x \geq 0; y \geq 0$

P.T.O.

Q3) A project organization has to decide whether to bid for certain contract or not. Cost of preparing the bid is estimated to be Rs. 10 lakhs. On submission of bid, there is 50% chance that it would be 'short listed' otherwise their bid will not be considered. Once 'short listed', the organization will have to supply further detailed information. The cost of gathering such information is estimated to be Rs. 5 lakhs. After this stage the bid will either be accepted or rejected.

The company estimates the cost of executing the project as Rs. 127 lakhs. Three possible price bids of Rs. 155 lakhs, Rs. 170 lakhs and Rs. 190 lakhs are under consideration. The estimated probability of these three price bids getting accepted are 0.90, 0.75 and 0.35 respectively. **[14]**

- Draw the decision tree diagram.
- Compute Expected Monetary Values.
- Suggest what the company should decide.

Q4) a) Creative Arts and Design produces two products : Wooden model of train and ship. Both products require two step production process of wood working and assembly. The time required in hours for processing each of the products, profit per product in Rupees and available capacity in hours for both the processes is given in the table below : **[9]**

Products	Time in hours		Profit / unit in Rs.
	Wood working	Assembly	
Train	2	6	70
Ship	3	5	60
Capacity in hours	13	27	-

The management of the company wants to achieve four goals. The goals in order of their importance with priority ranking are stated below :

GOALS	DESCRIPTION	PRIORITY RANKING
Goal 1	To reach profit as much above Rs. 300 as possible.	P_1
Goal 2	To fully utilize available wood working department hours.	P_2
Goal 3	To avoid overtime in assembly department.	P_3
Goal 4	To produce at least two ship models.	P_4

Formulate goal programming model.

- b) Define dual programming. Write the dual for the following primal linear programming problem: [5]

$$\text{Minimize } Z = 3y_1 - 2y_2 + 4y_3$$

Subject to :

$$3y_1 + 5y_2 + 4y_3 \geq 7$$

$$6y_1 + y_2 + 3y_3 \geq 4$$

$$7y_1 - 2y_2 - y_3 \leq 10$$

$$y_1 - 2y_2 + 5y_3 \geq 3$$

$$4y_1 + 7y_2 - 2y_3 \geq 2$$

$$y_1, y_2 \text{ and } y_3 \geq 0$$

- Q5)** Five jobs are required to be processed on three machines A, B and C. All the five jobs are processed in the order of A, B and C that is through machine A first, then through machine B and lastly through machine C. Processing times of these jobs on each of the three machines are given below : [14]

JOBS	PROCESSING TIME IN HOURS		
	MACHINES		
	A	B	C
I	8	5	4
II	10	6	9
III	6	2	8
IV	7	3	6
V	11	4	5

- Determine the sequence for the five jobs to minimize total elapsed time.
- Calculate total elapsed time.
- Calculate idle time on the machines.

- Q6)** Describe key features of widely used softwares for the following: [14]

- Project Planning and Scheduling.
- Supply Chain Management.

Q7) Explain the concept of ERP. Describe prerequisites for effect implementation of ERP system in a manufacturing organization. **[14]**

Q8) Write notes on any two of the following : **[14]**

- a) Dynamic programming.
- b) Design of experiments.
- c) Simulation.
- d) Importance of IT in operations.

□□□□

Total No. of Questions : 8]

[Total No. of Pages : 2

P1362

[3675]-314

M.B.A.

(304F) INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(International Business Specialization)

(Sem. - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) State the characteristics of global supply chains and discuss importance of effective management of supply chains in global business.

Q2) a) Explain the logistical objectives of transport of goods in global business.
b) Discuss factors influencing mode and carrier selection decision in international business.

Q3) a) Describe the role of 4 PL service provider in global business.
b) Discuss the determinants for outsourcing decisions.

Q4) State the relation of customer service strategy with supply chain strategy. Suggest a framework for developing customer service strategy.

Q5) a) Describe in brief content and purpose of any three documents used in global logistics operations.
b) Explain how does containerization helps in efficient logistics operations.

Q6) Describe the decisions made in Network Design. Discuss factors influencing Network Design decisions.

P.T.O.

Q7) You are a Country Manager of a company in cosmetics business. Discuss supply chain related issues involved if the manufacturing plant is located in each of the following country.

- a) Egypt
- b) Russia
- c) China

OR

“Supply chain compete, not companies”. Discuss the statement of Christopher.

Q8) Write notes on any two of the following :

- a) Bullwhip effect.
- b) Modeling in supply chain.
- c) Performance measurement of supply chain.
- d) IT solutions for supply chain management.

□□□□

P1363

[3675]-406

M.B.A.

(404 C) OOD CONCEPTS & BASIC JAVA

(Sem. - IV) (2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Solve any 5 from remaining.*

Q1) a) Trace the output and justify.

[3 × 4 = 12]

```
i) Class Q1a {
    Static Object obj;
    Static string get ( ) {return null;}
    Public static void main (string args [ ])
    {System.out.println ((Q1a.get ( )) == (Q1a.obj));
    }
}

ii) Public class App-test extends Applet {
    App-test ( ) {
        // some initialization
    }
    Public void paint (Graphics g) {
        g.drawString ("Applet started", 50, 50);
    }
}

iii) Class Q1c {
    Public string fetch ( ) {return null;}
    Public static void main (string [ ] arg)
    {
        Q1c obj = new Q1c ( );
        String str = obj.fetch ( );
        System.out.println ((str + " "). toString ( ));
    }
}
```

P.T.O.

- b) i) Write anonymous class for closing window.
 ii) Write Java code to generate following output.

```

          a
        a  b
      a  b  c
    a  b  c  d
  a  b  c  d  e
  
```

[8]

Q2) Define interface 'sum' having methods calculate () and set values (). Define class calcInterest with attribute, amount, rate and duration. Implement 'sum' to calculate simple interest & display same.

Define another class called calcResult with attributes name, mark 1, mark 2, mark 3, mark 4, mark 5, mark 6. Implement 'sum' to display result along with total, percentage of marks. [10]

Q3) Write an awt application to display list of colours and text field to accept user name. When user selects particular colour display name in selected colour in a lable control? Application should end when user clicks Quit button. [10]

Q4) Write an application to create following threads. [10]

- Display series 1, 4, 9, 16, 25, 36, 49,
- Display series 2, 4, 6, 8, 10, 12,

Q5) Create class 'Building' with attributes flat no., floor, owner, no. of rooms, area price. Accept details of 12 flats in an array of 'Building'. Display accepted information in tabular format. [10]

Q6) Write an application to accept number from command line. Display sum of its digits. If passed argument is not a number, throw user defined exception "No Number Found Exception". [10]

Q7) Write notes on (any 2): [10]

- a) Applet life cycle.
- b) Final, finally, finalize key words.
- c) Package.

□□□□

Total No. of Questions : 6]

[Total No. of Pages : 2

P1367

[3675]-22

M.B.A.

(202) FINANCIAL MANAGEMENT

(Sem. - II) (2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Qusestion No. 1 is compulsory.*
- 2) *Attempt any four questions from the rest.*
- 3) *All questions carry equal marks.*

Q1) Discuss in detail the various factors for determining the level of working capital requirement in a firm.

Q2) Distinguish between under capitalization & over capitalization.

Q3) Discuss the various factors affecting the dividend decision policy in a company.

Q4) EBIT : Rs. 20,00,000. Additional requirement is of Rs. 50,00,000 for funds for expansion. The applicable tax rate for the concerned company is 40%. Present equity capital of the company is Rs. 50 lakhs; consisting of 5,00,000 equity shares of Rs. 10 each. Following are the alternatives available :-

- a) Issue of 12% Debentures.
- b) Issue of 2,50,000 equity shares at par & balance by 12% Debentures.
- c) Issue of 10% preference shares of Rs. 25 lakhs & balance by 15% term loan.

Advise the company as to the best alternative.

Q5) Explain the following concepts with the help of suitable illustration:

- a) Pay-back period.
- b) Profitability index.
- c) Average rate of return.
- d) Net present value.

P.T.O.

Q6) Write short notes on :

- a) Advantages of sole proprietorship firm.
- b) Short term funds.
- c) Long term funds.
- d) Earnings per share.

□□□□

Total No. of Questions : 6]

[Total No. of Pages : 2

P1368

[3675]-202

M.B.A.

FINANCIAL MANAGEMENT

(Sem. - II) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any four questions from the rest.*
- 3) *All questions carry equal marks.*

Q1) Discuss in detail the functions & duties of finance manager of a multinational company.

Q2) Explain in detail the merits & limitations of raising the funds by way of the following :

- a) Equity shares.
- b) Debentures.
- c) Public Deposits.

Q3) Discuss in detail the various factors affecting the dividend policy of the company.

Q4) A Ltd. plans to sell 30,000 units next year. The expected cost structure is as follows :-

	Rs. (per unit)
Raw material	100
Manufacturing expenses	30
Selling, administration & financial expenses	20
Selling price	200

The duration at various stages of the operating cycle is expected to be as follows :-

Raw material stage	2 months
Work in progress stage	1 month
Finished stage	½ month
Debtors stage	1 month

P.T.O.

Assuming the monthly sales of 2,500 units, estimate the gross working capital requirement if the desired cash balance is 5% of the gross working capital & W-I-P is 25% complete with respect to manufacturing expenses.

Q5) The company's current operating income is Rs. 4 lakhs. The firm has Rs. 10 lakhs of 10% debt outstanding. Its cost of equity capital is estimated to be 15%.

- a) Determine the current value of the firm using the traditional valuation approach.
- b) Calculate the firm's overall capitalization rate.
- c) The firm is considering to increase its leverage by raising an additional Rs. 5,00,000/- debt & using the proceeds to retire that amount of equity. As a result of increased financial risk, the K_d is likely to go up to 12% & K_c to 18%. Would you recommend the plan?

Q6) A firm's whose cost of capital is 10% is considering two mutually exclusive projects X & Y as per details :

Particulars	Year	Project X	Project Y
Cost	0	Rs. 70,000	Rs. 70,000
Cash Inflows	1	10,000	50,000
	2	20,000	40,000
	3	30,000	20,000
	4	45,000	10,000
	5	60,000	10,000

Compute the net present value at 10%, profitability index & discounted pay-back period for the two projects. (P.V. factors @ 10% = 0.909, 0.826, 0.751, 0.683 & 0.621 for the year 1 to 5 resp.)

□□□□

Total No. of Questions : 7]

[Total No. of Pages : 2

P1369

[3675]-305

M.B.A.

(303 C) SOFTWARE ENGINEERING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.1 is compulsory.*
- 2) *Attempt any 5 from remaining.*
- 3) *Q. No. 1 carries 20 marks.*
- 4) *Remaining questions carries 10 marks each.*

Q1) ZEE Company wants to computerize their Payroll System.

Employees give their personal details to personnel department. Accounts department sends additional earnings & deductions list.

Attendance of the employee is sent by the time-office. Payslip is given to all the employees.

Bank statements are prepared & sent to the banks. Final list of various deductions such as income tax, professional tax, provident fund etc. are sent to accounts department.

Draw

- a) ER diagram [5]
- b) File layout [6]
- c) Any 3 report layouts [9]

Q2) What are the various roles played by the system analyst? [10]

Q3) What are the different approaches to software development? Explain each one. [10]

- Q4)**
- a) What is Normalisation? Explain need of controlled denormalisation.[5]
 - b) Discuss in detail “Structured System Analysis Tools”. [5]

P.T.O.

Q5) Draw decision tree to describe the following case. Road Tax for 4-wheelers is as under there are 5 categories of 4 wheelers such as private, public, government, defence & VIP for private owner road tax is Rs. 8000/-.

If vehicle is owned by disabled person, it is Rs. 10000/-.

For public carrier vehicles for all India permit Rs. 30000/- and for local permit half of the amount is paid as tax. For Govt. & Defence Rs. 5000/- & for VIP tax is exempted. **[10]**

Q6) Explain in short the steps of SDLC Cycle. **[10]**

Q7) Write short notes on (Any 2) : **[10]**

- a) Feasibility Study.
- b) Fact Finding Techniques.
- c) Types of Data Processing Techniques.
- d) Object Oriented Modeling Techniques.

□□□□

Total No. of Questions : 7]

[Total No. of Pages : 1

P1384

[3675]-320

M.B.A. (Sem. - III)

305 F : Environment and Global Competitiveness

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any four from the remaining.*
- 3) *Figures to the right indicate full marks.*

- Q1)** Critically explain the 'Absolute Cost Advantage' Theory proposed by Adam Smith. **[10]**
- Q2)** Write a detail note on commercial geography. **[15]**
- Q3)** Explain the economic, political, social, cultural, legal and technological forces in Global Business Environment. **[15]**
- Q4)** How does global aspirations and nationalistic compulsions lead to sustained growth? **[15]**
- Q5)** Explain the different indicators of world competitiveness. **[15]**
- Q6)** Explain in detail Michel Porter's five competitive forces. **[15]**
- Q7)** Write short notes on (any three) : **[15]**
- a) Relative factor endowment theory.
 - b) Borderless world concept.
 - c) Global competitiveness.
 - d) Global Dynamic Forces.



P453

[3675]-1

M.B.A. (Semester - I)

**ORGANISATIONAL BEHAVIOUR & PRINCIPLES &
PRACTICES OF MANAGEMENT**

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 is compulsory.*
- 2) *Solve any Three questions out of remaining.*
- 3) *Figures to the right indicate full marks.*

- Q1)** a) Define Organisational Behaviour. Explain fundamental concepts of OB. [10]
b) Define Planning. Explain nature, purpose and planning premises. [15]
- Q2)** Elaborate the various strategies for resolving conflicts. [15]
- Q3)** Define Management. Elaborate the contribution put forth by Henry Fayol towards evolution of management thought. [15]
- Q4)** Explain Hertzbergs theory of motivation in detail. [15]
- Q5)** Define controlling. Explain process of controlling. [15]
- Q6)** Define Organising. Explain its nature & purpose. [15]
- Q7)** Write short notes (Any three) : [15]
- a) Morale Indicators.
 - b) Destructive Conflict.
 - c) Organisational Commitment.
 - d) Autocratic Style of Leadership.
 - e) Principles in decision making.

* * *

Total No. of Questions : 9]

[Total No. of Pages : 4

P454

[3675]-2

M.B.A. (Semester - I)

102 : MANAGEMENT ACCOUNTING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any two questions from section I and section II each.*
- 3) *Figures to the right indicate full marks.*
- 4) *Use of simple calculator is allowed.*

Q1) Define Management Accounting. How does it differ from financial accounting?
[10]

SECTION - I

Q2) Explain the various concepts and conventions of book keeping and accounting.
[15]

Q3) Prepare a standard format of cost sheet. Explain various terms and levels of cost. What is the need for preparing a cost sheet?
[15]

Q4) What is marginal costing? Explain **[15]**

- a) P/V ratio,
- b) Margin of safety
- c) Break even point.

Q5) Distinguish between (any three) **[15]**

- a) Time keeping and time booking.
- b) Apportionment and absorption of overheads.
- c) Fixed and variable cost.
- d) Journal and ledger.
- e) FIFO and LIFO methods of inventory valuation.

P.T.O.

SECTION - II

- Q6)** The standard cost of a certain chemical mixture is
30% of material A at Rs.40 per kg.
70% of material B at Rs. 56 per kg.

A standard loss of 5% is expected in production.

Actual material used during period :

125 kgs of material A @ Rs. 45 per kg.

275 kgs of material B @ Rs. 50 per kg.

The actual output was 360 kgs.

Calculate material variances.

[15]

- Q7)** Following is the Trial balance of Mr. XYZ for the year ended 31st March 2001. Prepare Final Accounts.

[15]

Trial Balance

Particulars	Debit	Credit
Stock as on 01 st April 2000	17,500	
Purchases	1,80,730	
Return Inwards	7,990	
Carriage Inward	4,500	
Carriage Outward	1,280	
Sales		2,59,600
Return Outwards		3,820
Salary	36,400	
Advertising	5,000	
Printing & Stationery	7,620	
Insurance	6,210	
Plant & Machinery	80,000	
Land & Building	62,000	
Debtors	48,000	
Creditors		48,740
Capital		1,00,000
Commission received		47,450
Interest received		10,200
Rent paid	24,000	
Cash in hand	5,500	
Bank balance		18,600
Interest paid on bank overdraft	1,680	
Total	4,88,410	4,88,410

Adjustments :

- a) Closing Stock is valued at Rs. 12,300.
- b) Depreciation provided @ 10% on Plant & Machinery
- c) Provide 5% on Debtors for doubtful debts.
- d) Outstanding salary is Rs. 3,600.

Q8) Write short notes on (any three) : **[15]**

- a) Zero based budgeting.
- b) Different ways of classifying overheads.
- c) Labour turnover.
- d) Bank Reconciliation Statement.
- e) Principles of double entry.

Q9) Prepare a cash Budget for the three months ending 30th June, 1994 from the following information of PQR Ltd. **[15]**

a) Monthwise Sales/Expenses :

Month	Sales	Materials	Wages	Overheads
1994-February	14,000	9,600	3,000	1,700
1994-March	15,000	9,000	3,000	1,900
1994-April	16,000	9,200	3,200	2,000
1994-May	17,000	10,000	3,600	2,200
1994-June	18,000	10,400	4,000	2,300

b) Terms of credit :

Sales/Debtors - 10% Sales are cash. 50% of Credit Sales are collected next month and the balance in the following month.

Creditors -

Materials - 2 months

Wages - $\frac{1}{4}$ month

Overhead - $\frac{1}{2}$ month.

c) Cash and Bank Balance on 1st April, 1994 is expected to be Rs. 6,000.

- d) Other relevant information available reveals that
- i) Plant & Machinery will be installed in February, 1994 at a cost of Rs. 96,000. The repayment will be done from April, 1994 onwards in a monthly installment of Rs. 2,000.
 - ii) Dividend @ 5% on Preference share capital of Rs. 2,00,000 will be paid in June 1994.
 - iii) Advance for the sale of vehicle amounting Rs. 9,000 is to be received in June 1994.
 - iv) Dividends from investments amounting to Rs. 1,000 are expected to be received in June, 1994.
 - v) Income tax (Advance) of Rs. 2,000 is to be paid in June, 1994.

* * *

Total No. of Questions : 7]

[Total No. of Pages : 1

P455

[3675]-3

**M.B.A. (Semester - I)
(103) MANAGERIAL ECONOMICS
(2005 Pattern) (Old)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any Five questions.*
- 2) All questions carry equal marks.*
- 3) Draw suitable diagrams wherever necessary.*

Q1) “Managerial economics is both Micro and Macro”. Discuss.

Q2) Explain the inverse relationship between price and demand. Can there be direct relationship?

Q3) Explain Law of variable Proportions, with three stages.

Q4) Review different theories of profit.

Q5) Explain the short-run equilibrium of a perfectly competitive firm.

Q6) What is Cost Benefit Analysis? Explain steps & justification for the use of cost benefit analysis.

Q7) Write notes on any Two of the following :

- a) Support prices and administered prices.
- b) Difficulties encountered in National Income Accounting.
- c) Exceptions to the Law of Supply.
- d) Consumer Protection.

P456**[3675]-4****M.B.A.****104 : STATISTICAL AND QUANTITATIVE METHODS
(2005 Pattern)***Time : 3 Hours]**[Max. Marks : 70**Instructions to the candidates:*

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any three questions from the remaining.*
- 3) *Use of electronic calculator & statistical tables are allowed.*
- 4) *Graph paper will be supplied on request.*

Q1) Solve any 5 :**[5 each]**

- a) Find the suitable measure of dispersion for the following data.

Daily Wages (in Rs.) :	Less than 20	20-30	30-40	40-50	50-60	60-70	70 & above
No. of workers :	26	44	60	101	84	56	10

- b) Calculate Pearson's Coefficient of Correlation between advertisement cost and sales as per the data given below.

Advertisement cost ('000 Rs.)	39	65	62	90	82	75	25	36	78
Sales (in lakh Rs.)	47	53	58	86	62	68	60	51	84

- c) In an examination 30% of the students failed in mathematics 20% of students failed in chemistry & 10% have failed in both. A student is selected at random.
- i) What is the probability that the student has failed in mathematics if it is known that he has failed in chemistry.
 - ii) What is the probability that student has failed either in mathematics or in chemistry.

- d) In a job shop operation five jobs may be performed on any of four machines. The hours required for each job on each machine are presented in the following table.

Jobs	Machine			
	1	2	3	4
A	13	14	16	10
B	12	13	15	12
C	11	12	12	9
D	16	16	18	14
E	10	12	13	12

Find the optimal assignment which job will be left unassigned.

- e) Define various terms :
- i) Pure strategy game.
 - ii) Mixed strategy game.
 - iii) Value of the game.
 - iv) Saddle point.
 - v) Zero sum game.
- f) People arrive at a cinema ticket booth in a poisson distributed arrival rate of 25 per hour service time is exponentially distributed with an average time of 2 minutes. Calculate mean number of
- i) waiting line
 - ii) waiting time
 - iii) in the system
 - iv) time in the system
 - v) ρ

Q2) a) If continuous random variable X follows normal distribution with Mean 10 and Standard deviation 50 find :

- i) $P(X \leq -108)$
- ii) $P(|X| \geq 108)$
- iii) $P(0 \leq X \leq 108)$
- iv) Find the lowest value of highest 10% observations. **[8]**

- b) What do you mean by Measure of Central Tendency. Find appropriate measure of central tendency. [7]

Wages (Rs./Week)	Less than 35	35-37	38-40	41-43	44 & above
No. of workers	14	62	99	18	7

- Q3)** a) Following are given marks in accounts and marks in statistics. Estimate marks in accounts if marks in statistics are 75 and estimate marks in statistics if marks in accounts are 65. [8]

Marks in accounts	45	70	65	80	40	85	50	70	60
Marks in Statistics	35	80	70	90	45	80	56	78	50

- b) In a coeducational institution out of 200 students 150 were boys. They took an examination and it was found that 120 passed, 10 girls failed. Is there any association between sex & success in the examination. Comment on the result [7]

- Q4)** a) There are 3 plants 4, 2, & 3 and four warehouses A, B, C, D. The cost of transportation of each unit from plant to warehouse are given below.

Plants	Warehouses				Available
	A	B	C	D	
1	25	17	25	14	300
2	15	10	18	24	500
3	16	20	8	13	600
Required	300	300	500	500	

[8]

Find the optimal solution

- b) A bakery keeps the stock of a popular brand of cakes previous experience shows that the daily demand pattern for the item with associated probabilities are given below. [7]

Demand	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Using the following sequence of random numbers stimulate the demand for next 10 days and estimate average demand per day.

Random numbers - 25, 39, 65, 76, 12, 05, 73, 89, 19, 49.

- Q5)** a) An ordinance electronics factory operates two assembly lines A and B. Each line is used to assemble components of three types of radio sets. Daily production is as follows :

Model	Line A	Line B
Sanchar A	3	1
Sanchar B	1	1
Sanchar C	2	6

The daily running costs average Rs. 6,000/- for line A and Rs. 4,000/- for line B. The company must manufacture at least 24 Sanchar A 16 Sanchar B & 48 Sanchar C sets. Determine the minimum number of days to meet the requirement. **[8]**

- b) Calculate the loss table from the following pay off table.

Strategies	Events			
	E_1	E_2	E_3	E_4
A_1	50	300	-150	50
A_2	400	0	100	0
A_3	-50	200	0	100
A_4	0	300	300	0
Probability	0.15	0.45	0.25	0.15

Calculate the expected payoff & expected loss of each action. Find EVPI. **[7]**



P457

[3675]-5

**M.B.A. (Semester - I)
LEGAL ASPECT OF BUSINESS (105)
(2005 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any four questions from Q.1 to Q.6..*
- 2) *Q.7 is compulsory.*
- 3) *All questions carry equal marks.*

Q1) “An agreement enforceable by law is contract”. Discuss.

Q2) When is consent said to be given under coercion? How coercion differs from undue influence?

Q3) Define the term ‘goods’ under sale of good Act. What are the different types of goods as per the Act.

Q4) Define Promissory note. What are its essential elements.

Q5) Explain composition and jurisdiction of National commission under consumer protection Act.

Q6) Explain the ‘unfair trade practice’ and ‘restrictive trade practices’.

Q7) Write short Note (Any two) :

- a) Valid offer.
- b) Bill of exchange.
- c) Warranties.
- d) Consumer under consumer protection Act.

Total No. of Questions : 7]

[Total No. of Pages : 1

P458

[3675]-6

M.B.A. (Semester - I)

106 : BASICS OF MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** Define Marketing. Briefly describe various approaches to marketing.
- Q2)** What are the steps in marketing planning process? As a marketing manager of a big company, how will you conduct marketing planning for launching of a new highly modern digital camera in Indian market?
- Q3)** “Marketers are interested in knowing who are involved in buying decision process and how the buying decision is taken”. Critically evaluate the statement considering various aspects and steps in buying decision process.
- Q4)** Define Market Segmentation. Describe the bases for market segmentation of consumer products and industrial products.
- Q5)** What do you mean by the term Marketing Organisation? Describe the various models and hierarchy of Marketing Organisations.
- Q6)** Describe the various tools and techniques of marketing control with a special emphasis on marketing audit.
- Q7)** Write notes (Any two) :
- a) Marketing Process.
 - b) Selling vs. Marketing.
 - c) Customer satisfaction and customer delight.
 - d) Identification and Analysis of Competition.

* * *

P459

[3675]-21

M.B.A. (Semester - II)

(201) MARKETING MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Excellent Cosmeceutical Pvt. Ltd. is deciding to launch two products in following categories.

- a) Sunscreen Lotion.
- b) Herbal Hair Colour.

Explain the decision process and Test Marketing for both the products.

Q2) Discuss various promotional tools available to a marketer.

Q3) State the factors that influence the decision of pricing. Illustrate with relevant examples.

Q4) Explain 4 P's. Discuss the significance of 4 P's concept in the competitive environment.

Q5) Explain Product Life Cycle (PLC). State the strategies to manage the product at various stages of PLC.

Q6) Give role of distribution in modern marketing. Discuss various channels of physical distribution.

Q7) Write short notes (any Two) :

- a) Extended P's of Marketing.
- b) Wholesaling & Retailing.
- c) Online Marketing and e-marketing.
- d) Packaging.

Total No. of Questions : 7]

[Total No. of Pages : 1

P460

[3675]-23

M.B.A.

(203) HUMAN RESOURCE MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Figures indicated at right are full marks.*

- Q1)** Define Human Resource Management. Discuss the role of the HR manager. **[14]**
- Q2)** What is Manpower Planning & discuss its objectives. **[14]**
- Q3)** Explain in detail the Recruitment and Selection Process. **[14]**
- Q4)** Discuss Merit rating. What do you understand by Job Evaluation and Job Enlargement? **[14]**
- Q5)** What are the objectives of Training in Organizations? Elaborate any four methods of off-the-Job Training. **[14]**
- Q6)** Discuss the concept of Performance Appraisal Management System & elaborate on the 360° performance appraisal method. **[14]**
- Q7)** Write short notes (any two) : **[14]**
- a) Discharge/Dismissal.
 - b) Career Planning.
 - c) Kaizen.
 - d) Golden Handshake.

P461

[3675]-24

M.B.A. (Semester - II)

(204) MANUFACTURING AND OPERATIONS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** a) Enlist factors which influences selection of manufacturing method.
b) Explain characteristics of batch production.
- Q2)** Explain the importance of plant location decisions. Discuss four major factors affecting location decision for the following :
- a) Fruit Processing Unit.
 - b) Software Development Unit.
- Q3)** List functions of Production Planning and Control. Explain how scheduling is performed in project production or job production.
- Q4)** Explain with example how does application of CPM/PERT help in timely completion of projects.
- Q5)** Explain the relation between breakdown maintenance and preventive maintenance. Describe how preventive maintenance is carried out in a manufacturing organization.
- Q6)** What are control charts. Explain the application of control charts in managing quality.
- Q7)** State the objectives of incentive schemes. Discuss advantages and disadvantages of individual incentive schemes.

Q8) Write notes on any two of the following :

- a) Division of labour.
- b) Crashing.
- c) OC curve.
- d) Theory of Constraint.

* * *

Total No. of Questions : 8]

[Total No. of Pages : 2

P462

[3675]-25

M.B.A. (Semester - II)

(205) MATERIALS & LOGISTICS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** Explain the evolution of Materials Management from purchase function to integrated Materials Management. State the relation of Materials Management with supply chain Management.
- Q2)** State areas of application of forecasting in Materials Management. Explain how does application of forecasting techniques help in management of materials.
- Q3)** Describe various costs associated with inventory and how they are calculated.
- Q4)** Explain how inventory can be controlled using EOQ model and ABC analysis.
- Q5)** a) “Material Requirement Planning is a material planning and Scheduling Technique”.
- b) Describe the role of Master Production Schedules in MRP system.
- Q6)** Explain the concept and methodology of value analysis.
- Q7)** List five commonly used material handling equipments at sea port, and explain features of any two of them.

P.T.O.

Q8) Write short notes on any two of the following :

- a) Supply Chain Management.
- b) Purchase Cycle.
- c) Derivation of EOQ.
- d) VED analysis.

* * *

P463

[3675]-26

M.B.A. (Semester - II)

(206) MANAGEMENT INFORMATION SYSTEM

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 & 7 are compulsory.*
- 2) *Solve any four from remaining.*
- 3) *State your assumptions clearly.*

Q1) The stores of ABC corporation sends the requirement of raw material to the purchase department. Accordingly, quotations are invited from the suppliers. After scrutiny of received quotations purchase order is prepared and sent to the supplier.

- a) Design Data Entry Screen
Purchase order.
- b) Report layouts
 - i) Stock register.
 - ii) Pending purchase requisition.

[15]

Q2) Explain the concept of decision making. Describe Herbert Simon model of decision making. **[10]**

Q3) Explain the term 'data mining'? Describe various data mining techniques. **[10]**

Q4) Explain prototyping model. Also discuss the advantages and disadvantages of prototyping. **[10]**

Q5) Explain about various characteristics of DSS. **[10]**

Q6) Define computer network. Explain about different types of computer networks. **[10]**

Q7) Write short notes on : (any three)

[3 × 5 = 15]

- a) DBMS.
- b) CASE Tools.
- c) Intellectual Property Rights.
- d) EIS.

* * *

Total No. of Questions : 7]

[Total No. of Pages : 2

P464

[3675]-32

M.B.A. (Semester - III)

(302) : MANAGEMENT CONTROL SYSTEMS

(2005 Pattern) (New)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** Explain the characteristics of Management Control Systems in detail and discuss how evolution of Control Systems take place in an organization?
- Q2)** Explain Audit Function as a control tool covering Financial Audit, Internal Audit, Cost Audit and Management Audit. Give suitable examples.
- Q3)** Explain and compare ROI and RI/EVA as a method of performance measurement in an Investment Center. Explain with examples how ROI can help in making accept or reject decision regarding investment.
- Q4)** Explain advantages and disadvantages of creation of Profit Centres. Discuss issues related to goal congruence that arise in a profit centre. What are the solutions?
- Q5)** “Balanced score card started as a Performance Measurement System but has ended up as a full fledged Management Control System”. Discuss with suitable examples.
- Q6)** Distinguish between Engineered Expense Center and Discretionary Expenses Center with respect to the following points. Give suitable examples.
- a) Budget Preparation.
 - b) Cost Variability.
 - c) Type of Financial Control.
 - d) Measurement of Performance.

P.T.O.

Q7) Write short notes on any three :

- a) Transfer Pricing.
- b) Profitability.
- c) Value Chain.
- d) Performance Evaluation.
- e) Strategic Planning.

* * *

P465**[3675]-33**

M.B.A. (Semester - III)
(303A) MARKETING RESEARCH
(2005 Pattern)

*Time : 3 Hours]**[Max. Marks : 70**Instructions to the candidates:*

- 1) *Answer all questions.*
- 2) *Figures to right indicate the marks of the questions.*
- 3) *Use of calculator is allowed.*

Q1) 'Marketing Research supplies information for better marketing decisions'. Critically examine the statement. **[15]**

Q2) 'Secondary data is often outdated & irrelevant'. Do you agree? Elaborate in detail. **[15]**

OR

Suppose we want to examine the relationship between consumption and income and the frequency data obtained is summarised in table.

Table

Distribution of Income by consumption

Income	Consumption		
	Low	High	Total
Low	30	12	42
High	10	28	38
	40	40	80

Calculate expected frequencies and test whether there is relationship between consumption & income. Given Chi square value at 1% level of significance for 1% degree of freedom is 6.635. **[15]**

Q3) Formulate a Research Plan for finding out the brand loyalty of 'Palmolive shaving cream'. **[20]**

Q4) Write short notes on (Any Two) :

[20]

- a) National Readership Survey (NRS).
- b) Opinion Poll.
- c) Web based survey.
- d) Errors in Measurement.

* * *

P466

[3675]-34

M.B.A. (Semester - III)

**303B : ADVANCED FINANCIAL MANAGEMENT
(2005 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question No. 1 is compulsory.
- 2) Answer any two questions from section - I and any two from Section - II.
- 3) Use of simple calculator is allowed.

Q1) How the liquidity Ratios are useful to the organisation? **[10]**

SECTION - I

Q2) Discuss the recommendations of Tandon Committee. **[15]**

Q3) What are the uses of ratio analysis and fund flow statement? **[15]**

Q4) Discuss the different techniques of evaluating capital expenditure proposals. **[15]**

Q5) Write a note on legal and procedural aspects of dividend. **[15]**

SECTION - II

Q6) From the below given information prepare Fund Flow Statement. **[15]**

Balance-sheet of Surya Sales Ltd.

Liabilities	2006(Rs.)	2007(Rs.)	Assets	2006(Rs.)	2007(Rs.)
Equity Capital	30,000	35,000	Fixed Assets	51,000	62,000
9% Pref. Capital	20,000	10,000	Investments	3,000	8,000
Debentures	10,000	20,000	Current Assets	24,000	37,500
Reserves	11,000	27,000	Preliminary Expenses	1,000	500
R.D.D.	1,000	1,500			
Current Liabilities	7,000	14,500			
TOTAL	79,000	108,000	TOTAL	79,000	108,000

P.T.O.

- a) A machine costing Rs. 7,000 (book value Rs. 4000) was sold for Rs. 2500/-
- b) 15% dividend was paid on equity capital in addition to pref, dividend on opening balance of capital.
- c) The preference shares were redeemed at the end of the year @ 5% premium.
- d) Depreciation written off Rs. 7,000/- on fixed assets.

Q7) Following is the information extracted from the books of Abhijit Sales Pvt. Ltd. **[15]**

Particulars	Amount (Rs.)
Net Sales	24,00,000
Operating Expenses	18,00,000
Gross Profit	6,00,000
Non-Operating Expenses	2,40,000
Net Profit	3,60,000
Current Assets	7,60,000
Inventories	8,00,000
Fixed Assets	14,40,000
Total Assets	30,00,000
Net Worth	15,00,000
Debt	9,00,000
Current Liabilities	6,00,000
Total Liabilities	30,00,000
Working Capital	9,60,000

Calculate :

- a) Gross Profit Ratio
- b) Net Profit Ratio
- c) Return on Assets
- d) Inventory Turnover Ratio
- e) Working Capital Turnover Ratio

Q8) The Management of Royal Industries has asked for a statement showing the working capital to finance a level of activity of 1,80,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is detailed below. **[15]**

Particulars	Cost per unit (Rs.)
Raw Material	20
Direct Labour	5
Overheads	15
Total Cost	40
Profit	10
Selling Price	50

Additional Information

- a) Minimum desired cash balance is Rs. 20,000/-
- b) Raw Materials are held in Stock on an average for 2 months.
- c) Work-in-Progress (assume 50% completion)
Stage will approximate to half a month's production.
- d) Finished goods remain in warehouse on an average for a month.
- e) Suppliers of materials extend a month's credit and debtors are provided two month's credit. Cash sales are 25% of total sales.
- f) There is a time lag in payment of wages of a month and half a month in case of overheads.

You are required to show a statement showing working capital requirements.

Q9) A firm whose cost of capital is 10% is considering two mutually exclusive projects X & Y. The details of which are as follows. **[15]**

	Year	Project X	Project Y
Cost (Rs.)	0	70,000	70,000
Cash Inflows	1	10,000	50,000
	2	20,000	40,000
	3	30,000	20,000
	4	45,000	10,000
	5	60,000	10,000

Calculate the Net Present Value at 10%, Profitability Index and Internal Rate of Return for the above 2 projects.

Total No. of Questions : 8]

[Total No. of Pages : 1

P467

[3675]-35

M.B.A. - III

**COMPUTER SPECIALIZATION - SOFTWARE
ENGINEERING (303C)
(2005 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any 7 questions.*
- 2) *All questions carry equal marks. (10 each)*
- 3) *Draw neat diagrams. Neat diagrams carry marks.*
- 4) *State assumptions clearly, wherever made.*

Q1) Define system. State its structure and components.

Q2) Discuss employee payroll processing cycle with the help of DFD. Also give the list of normalized file layouts, required in the process.

Q3) Discuss customer order processing cycle with the help of DFD. Also draw E-R diagram.

Q4) State an importance of feasibility study in SDLC.

Q5) Draw a screen layout to enter purchase order details. The order is processed by the purchase deptt., in a company. The order is processed against the requisition received from stores.

Q6) Explain State transition diagram. Give suitable example.

Q7) How to design user interface diagram? Give example.

Q8) Explain software documentation techniques. Give examples.

* * *

Total No. of Questions : 6]

[Total No. of Pages : 1

P468

[3675]-37

M.B.A. (Semester - III)
LABOUR LAWS (303 - E)
H.R. Specialisation
(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** Discuss the various provisions under “Health” under Factories Act 1948. **[14]**
- Q2)** Write what is legal and illegal strike under I.D. Act. What are the consequences of illegal strike to employees. **[14]**
- Q3)** Discuss the objective of paying gratuity to employees under Payment of Gratuity Act. In which circumstances gratuity is rejected by employer to employee. **[14]**
- Q4)** State provisions of payment of minimum and maximum bonus under payment of Bonus Act. **[14]**
- Q5)** Write a detailed note on medical and sickness benefit under ESI Act. **[14]**
- Q6)** Write short notes on any two : **[14]**
- a) Lay off under I.D. Act.
 - b) Powers of P.F. Inspector.
 - c) Washing facilities under Factories Act.
 - d) Works committee under I.D. Act.

P469

[3675]-38

M.B.A. (Semester - III)

MARKETING SPECIALISATION

304 (A) : Integrated Marketing Communications

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any 5 questions.*
- 2) *All questions carry equal marks.*

- Q1)** Define advertising. Discuss the crucial role played by advertising in competitive environment.
- Q2)** Discuss with chart, organisation structure of an advertising agency. Also write various services offered by advertising agency.
- Q3)** Define advertising copy. Explain various elements of advertising copy in detail with examples.
- Q4)** What is sales promotion? Explain different sales promotion activities implemented by malls.
- Q5)** Elaborate the role & functions of Public Relation Officer of an organisation.
- Q6)** In todays era of competition, role played by web based advertising is wide & vital. Do you agree? Justify.
- Q7)** Write short notes on (Any 2)
- a) Media Planning.
 - b) Advertising budget.
 - c) Event Management.
 - d) Effectiveness of an advertisement.

P470

[3675]-39

M.B.A. (Semester - III)
(304B) : DIRECT TAXATION
(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Figures to the right indicate full marks.*
- 2) *Q.1 is compulsory. Attempt any FOUR questions.*

Q1) a) Explain the concept of Block of assets while calculating “Depreciation” U/s 32 of the Income Tax Act, 1961. **[5]**

b) Define ‘Person, and ‘Assessee’ under Income Tax Act. **[5]**

Q2) a) Write an exhaustive note on “Income from other sources”. **[8]**

b) A salaried woman gives the following information with respect to Previous Year ended on 31.3.2008. **[7]**

Annual Basic Pay Rs. 2,70,000/-

Annual Dearness

Allowance as per

Terms of Employment Rs. 50,000/-

Annual House Rent

Allowance Rs. 29,000/-

Rent paid for 12 months Rs. 48,000/- (@Rs.4,000/- per Month)

She stayed in Mumbai for the entire previous year. She wants an advise as to how much HRA will be considered as Exempt Income and what would be her tax liability for A.Y 2008-09 advice her. (Working Forms Part of Answer)

Q3) a) Define Agricultural Income & State the implications of the same under Income Tax Act. **[6]**

b) Write a note on “Defective Return” U/s 139 (9) of Income Tax Act, 1961. **[9]**

- Q4)** a) Mr. Suhas, purchased a residential house property from his father for a sum of Rs. 2,00,000/- on 1st August 1995. Later on he spent Rs. 40,000/- and Rs. 90,000/- on 1.10.1997 & 10.11.1998 respectively. Rs. 40,000/- was spent on doing sundry repair work while Rs. 90,000/- was spent making substantial improvements to the house property. On 15.2.2005 a further sum of Rs. 1,50,000/- was spent for constructing an additional floor. Due to financial difficulties Mr. Suhas sold the entire house property to his brother for a sum of Rs. 13,00,000/- on 10.03.2008. In connection with the said transfer, Mr. Suhas has incurred an expenditure (Advocate Fees) of Rs. 13,000/-. However, the same was not actually paid by Mr. Suhas till 31.03.2008. Compute capital gain. Working forms part of answer. **[10]**

Cost Inflation Index, are as below :-

1995 -	1996 -	281
1997 -	1998 -	331
1998 -	1999 -	351
2004 -	2005 -	480
2005 -	2006 -	497
2006 -	2007 -	519
2007 -	2008 -	551

- b) Write a note on Minimum Alternate Tax, as applicable to Company Assessee. **[5]**

Q5) Write notes on (any three) : **[15]**

- a) TDS on Rent.
- b) TDS on Professional fees.
- c) Residential Status of a company Under Income Tax Act.
- d) Concept of HUF.
- e) Best judgment assessment.

Q6) Discuss Income Tax Implications : **[15]**

- a) A company whose Net Profit as per Profit & Loss account is Rs. 5,54,000/-, has debited in P & L A/c, a sum of Rs. 3,00,000/- as one time compensation paid to employees, under Voluntary Retirement Scheme which was approved by a competent authority.
- b) Mr. John, purchased shares of a Public Limited listed company on 28.02.2006, for Rs. 1,00,000/- & sold the same through his stock broker on 1.03.2008 for Rs. 1,70,000/-.

- c) An employee of a company, opted for taking a voluntary retirement in pursuance of a VRS, duly approved by competent authority. The employee, during the previous year ended on 31.03.2008, received a compensation amount of Rs. 5,95,000/-
- d) A company has a reported Net Loss of Rs. 50,000/- in its Profit & Loss Account for the year ended 31.03.2008. The expenditure side of its P & L A/c, besides other items, include following 2 items :-
- Provision on account of reserve for doubtful debts Rs. 2,50,000/-.
 - Bad debts actually written off Rs. 15,000/-.
- e) A company operating its activities from a rented premises failed to deduct tax at source on rent paid to Landlord Rs. 1,74,000/- for the year ended on 31.3.2008. The Net loss of the company for that year is Rs. 4,41,000/-
- f) Mr. Rajesh received in all Rs. 4,45,670/- as Gratuity from three different employers in the A.Y 2008-09. He has served all the employers for a period of more than five years at a stretch.

* * *

P471

[3675]-40

M.B.A. (Semester - III)

COMPUTER SPECIALIZATION

(304C) : Relational Database Management System

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Q. No.1 is compulsory.
- 2) Solve any 5 from remaining.

Q1) Normalize the following :

[20]

LIBRARY SYSTEM	
Student No :-	Lib. card No :-
Name :-	
Class :-	
Book A/c No :-	
Title :-	
Author :-	Price :-
Publication :-	
Issue date :-	Return date :-
Extra dates :-	Fine Rs. :-

Q2) Explain software modules in RDBMS

[10]

Q3) Explain object oriented database in details.

[10]

Q4) a) Explain relations available.

[5]

b) Explain set operators.

[5]

Q5) Explain Hierarchical database with proper example. Draw diagram.

[10]

- Q6)** Write short notes (Any two) : **[10]**
- a) Database administrator.
 - b) Domain, Tuple cardinality with example.
 - c) DCL commands.
 - d) Advantages of RDBMS.

- Q7)** Solve following queries (Any 5) : **[10]**
- EMPLOYEE (emp no, name, city)
WORKS (emp no, company-name, salary)
COMPANY (company-name, city)
MANAGER (emp no, manager-name)
- a) Find the company with small pay scale.
 - b) Find employees details who works for Rahul Engg and earn more than Rs. 20,000/-
 - c) Find all employee who works at 'Poona Engineering Work'.
 - d) Find out how many employee stays in Pune.
 - e) Find all employees who do not work for 'XYZ repairs'.
 - f) Find all employees who works under manager 'Sunil'.

P472

[3675] - 41

M.B.A.

QUALITY MANAGEMENT

304 D : Production and Materials Specialization

(2005 Pattern) (Sem. - III)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Write a detail note on Total Quality Management enumerating essential prerequisites in adopting TQM in an organisation.

Q2) What do you meant by reliability of system. Discuss success and failure models of reliability in series and parallel.

Q3) What is OC curve? Explain the various components of OC curve?

Q4) What are control charts? Discuss benefits and application of control charts.

Q5) What do you meant by managing and organising for quality. Discuss the role of quality policy in that.

Q6) Give out line, application and prerequisites for ISO 9000.

Q7) Write a short notes (any two):

- a) Fish Bone diagram.
- b) Quality circles.
- c) Poke-Yoke.
- d) Quality manual.

Q8) Discuss the contribution given by Dr. E. Deming in the quality management.



Total No. of Questions : 7]

[Total No. of Pages : 1

P473

[3675] - 42

M.B.A. (Sem. - III)

HR SPECIALISATION

(304 E) : Industrial Relations

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)* Explain the impact of social, technological, political and economic factors on Industrial relation, so also explain the causes of poor industrial relation.
- Q2)* “Collective Bargaining is the process of discussion and negotiation”. Explain this statement by giving characteristics, essential conditions and process of collective bargaining.
- Q3)* Explain the concept of worker’s participation in management by giving forms and levels of participation.
- Q4)* What is Industrial Dispute? Explain the machineries to solve industrial dispute under Industrial dispute Act 1947.
- Q5)* Explain the impact of globalisation and information technology on industrial relations.
- Q6)* Explain the role of trade union in establishing industrial relations.
- Q7)* Write short notes (any two):
- a) Objectives of Industrial Relation.
 - b) Registration of trade union.
 - c) Adjudication.
 - d) Problems of trade union.
 - e) Scope of industrial relations.



Total No. of Questions : 7]

[Total No. of Pages : 1

P475

[3675]-44

M.B.A. (Semester - III)

MERCHANT BANKING & FINANCIAL SERVICES (305B)

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory & carries 10 marks.*
- 2) *Attempt any Four questions of the remaining & these carry 15 marks each.*

Q1) Write short notes on Any Two :

- a) Factoring & Forfeiting.
- b) Debit Cards & Credit Cards.
- c) REPO/Reverse REPO.
- d) Insider Trading.

Q2) Discuss & critically examine the new developments & trends in primary & secondary markets in India.

Q3) What are the guidelines for Buy-Back of shares? Do you believe that promoters are benefited more than shareholders due to the buy-back of shares? Elaborate.

Q4) “Mutual Funds provide stability to share prices, safety for investors & resources to prospective entrepreneurs”. Discuss.

Q5) Explain the difference between leasing & hire-purchase. Explain in details.

Q6) Explain what is meant by technical appraisal, legal appraisal & credit appraisal with reference to housing finance.

Q7) Write a detailed note on money-market instruments.

Total No. of Questions : 7]

[Total No. of Pages : 1

P476

[3675]-46

M.B.A. (Semester - III)

PRODUCTION AND MATERIALS SPECIALIZATION

(305 D) Production Planning and Control

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any Five questions.*
- 2) *All questions carry equal marks.*

- Q1)** Explain the functions of PPC and explain where and how computers can be used to carry out these functions.
- Q2)** What are the principles and methods of 'Scheduling' production activities with reference to 'methods of production'.
- Q3)** What is meant by aggregate planning? What type of decisions can be taken at aggregate planning stage?
- Q4)** Explain the concept of line balancing. What is its advantage? When is it necessary?
- Q5)** What is the advantage of Group Technology? Give illustrative example.
- Q6)** What documents are to be prepared for 'Production Control' for a typical engineering part or product?
- Q7)** Explain with examples how CAD-CAM-CIM technology has revolutionised manufacturing sector?

* * *

P477

[3675]-47

M.B.A.

HR - SPECIALISATION

(305E) : Personnel Administration, Application & Procedure

(2005 Pattern) (New) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** a) Define Personnel Administration. [5]
b) Explain the Objects and Concept of Personnel Administration. [9]
- Q2)** Explain in detail the Statutory Welfare facilities as per the Factories Act and non-Statutory Welfare facilities generally provided by the company for their employees. [14]
- Q3)** Draft a show - cause notice to a worker who was found quarreling with the supervisor on the stop floor. [14]
- Q4)** Mr. Gopal was working as a supervisor in a company having 900 employees. He retired from the service on 24th Sept. 2008 after serving 37 years 9 months and 24 days. His basic salary at the time of retirement was Rs. 8000/- p.m. Calculate the gratuity to be paid to him. [14]
- Q5)** a) Explain the role of Time office in any organisation. [7]
b) What are the statutory returns to be sent to the Govt. Authorities? Explain. [7]
- Q6)** a) Draft a letter to be sent to Provident Fund Commissioner regarding yearly returns of the company. [7]
b) Draft a letter to the Trade Union Secretary regarding the chartered demand meeting. [7]

Q7) Write short notes on any THREE of the following :

[14]

- a) Personnel Audit.
- b) Difference between Personnel Administration and Personnel Management.
- c) Creche as per the Factories Act.
- d) Role of Security Officer.
- e) Training Methods.

* * *

P478

[3675] - 51

M.B.A. (Sem. - III)

MARKETING SPECIALIZATION

303 A : Advertising & Sales Promotion

(Old Pattern)

Time : 3 Hours]

[Max. Marks :60

Instructions to the candidates:

- 1) Attempt any four questions.*
- 2) All questions carry equal marks.*

Q1) Explain various functions of an advertisement. **[15]**

Q2) What are the different departments in a modern advertising agency? Explain the function of 'Client services' department. **[15]**

Q3) "A good copy of an advertisement may not be effective, if right media choice is not made. It is therefore necessary to make careful media selection decision". Discuss. **[15]**

Q4) Discuss the ethical and social issues related to advertising. **[15]**

Q5) Discuss the role of sales promotion as a promotion tool with examples. **[15]**

Q6) Write short notes on any three : **[3 × 5 = 15]**

- a) Mobile media.
- b) Animation in advertising.
- c) Social advertising.
- d) Trade fairs.



Total No. of Questions : 6]

[Total No. of Pages : 1

P481

[3675]-57

M.B.A.

305 (A) : SERVICES MARKETING AND BRAND MANAGEMENT

(2002 - 03)

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) *Attempt any 4 questions.*
- 2) *All questions carry equal marks.*

Q1) Discuss the importance of Services Marketing. Describe its special characteristics.

Q2) Outline the main features of service quality. How the gaps can be removed?

Q3) Discuss the role of Relationship Marketing in services marketing.

Q4) What is a Brand? What meaning brand conveys.

Q5) What steps you will take to strengthen brand awareness?

Q6) Write short notes on any three :

- a) Intangibility of services.
- b) SERV.QVAL model of quality measurement.
- c) Brand Equity.
- d) Service market segmentation.



P482

[3675]-58

**M.B.A. (Sem. - III)
305 (C) : VISUAL BASIC
(Old) (2002 Pattern)**

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates:

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

Q1) What will be the output of following code (any four) :

[20]

- a) `Dim j as integer
k = 97
for j = 1 to 5
 print chr (k)
 k = k + 2
Next`
- b) `Print strconv ("best of luck", vb propercase)
print mid ("Happy Home", 6,4)
print strcomp ("MBA", "mba", vb Binary compare)
print format ("4590.9096", "#, # # #.# #")`
- c) `Dim d as date, a
d = DateSerial (2008, 3, 12)
print d
d = DateAdd ("Q", 2, d)
print d
a = DatePart ("m", d)
print a`
- d) `A = "12"
B = "13"
print val (A) + val (B)
print 2 * val (A)`
- e) `Dim mystr
mystr = string (5, 42)
print mystr
mystr = string (10, "MBA")
print mystr`

Q2) Explain the following property (any five) : **[10]**

- a) Multiline of Text Box.
- b) ItemData of List Box.
- c) Stretch of Image.
- d) Sorted of Check Box.
- e) Pattern of File List Box.
- f) Small change of vertical scrollbar.
- g) DataMember of option button.

Q3) Solve any two : **[20]**

Design an interface and set the properties accordingly.

- a) Write a ADO code for a table 'courmst' having fields courid, courname, duration and fees. Perform the operations Add, Save, Delete, Search. When 'Search' button is pressed, in combobox the list of course names from the existing table 'courmst' should be displayed, then select any name of the course from combobox and display the information in respective textboxes only.
- b) Write a code for a form having Menu Bar with options as below :

Color	Style	Exit
Red	Bold	
Green	Italics	
Blue	Underline	

On selection of a menu option, provide the operation on Textbox. Also show check marks on a selected menu option.
- c)
 - i) Accept 10 numbers from user. Print the numbers in descending order. (Use Array).
 - ii) Take a combobox, fill it with color names like red, blue etc. As soon as user selects any color name, change the back color of a form.

Q4) Write short notes (any two) : **[10]**

- a) Common Dialog Box.
- b) Loops in VB.
- c) Data types in VB.



P483

[3675] - 60

M.B.A. (Sem. - III)

306 A : MARKETING MANAGEMENT SPECIALISATION

Retail and Distribution Management

(2002 Pattern)

Time : 3 Hours]

[Max. Marks :60

Instructions to the candidates:

- 1) Attempt any four questions.*
- 2) All questions carry equal marks.*
- 3) Give examples whenever necessary.*

Q1) “Physical distribution function is of strategic importance in marketing of fast moving consumer products” comment.

Q2) How the role and responsibilities of the wholesaler and the retailer differ?

Q3) Compare the current status of organised retailing in India with the International Scenario? What are the challenges to be addressed by the retail sector in India?

Q4) Discuss the following operational dimensions

- a) Materials handling.
- b) Transportation.
- c) Warehousing.

Q5) What is the objective of assessing the channel performance? How is it implemented?

Q6) Write short notes on :

- a) Franchisee arrangement.
- b) Retail Merchandising.
- c) Channel conflicts.



P484

[3675] - 61

M.B.A.

306 B : INTERNATIONAL FINANCE

(2002 Pattern) (Old) (Sem. - III)

Time : 3 Hours]

[Max. Marks :60

Instructions to the candidates:

- 1) Attempt any four questions.*
- 2) All questions carry equal marks.*

Q1) How “Double Taxation Treaties” help increase the exports and also avoid double taxation?

Q2) How bold decision of globalising Indian Economy since 1991-92 onwards thru GDR/ADR depositories etc. have helped India to grow faster?

Q3) Explain in detailed note how “Forward Exchange Transactions” and “Spot Transactions” help management of risks in International Finance.

Q4) How “World Bank”, “Asian Development Bank” and International Institutions help the growth of Industry, Trade & Commerce?

Q5) What is FIIs and FDI? How do they help in International scenario?

Q6) Write detailed note on “Buyers Credit” & “Suppliers Credit”.



P486**[3675]-68****M.B.A. (Sem. - IV)****407 (D) : Case Studies - Production and Materials Specialization
(2002 Pattern)***Time : 3 Hours]**[Max. Marks : 60**Instructions to the candidates:*

- 1) *Attempt any two cases.*
- 2) *All questions carry equal marks.*

Q1) Case No - 1**[30]**

Fitwell company requires 2,00,000 pieces of a particular sheet metal component. The component requires four manufacturing operations. The production time required per 1000 pieces and the variable cost per hour comprising labour cost, machine cost and tool amortisation is given below :

Operation	Hours required per 1000 pieces	variable cost per hour in Rs.
A	2	25
B	4	20
C	6	40
D	3	10

The material cost per piece is Rs.0.30. The component is required for one year only. The company has received an offer from a sub-contractor who is willing to supply the same component at a price of 0.60 per piece, but Fitwell shall have to supply tools and fixtures worth Rs.40,000 to the sub-contractor free of cost. Should Fitwell make or buy the component?

Q2) Case No - 2**[30]**

Sharda Ancillaries requires 5000 nos. of a plug per year for their magnetic drain plug assemblies. The component required four manufacturing operations. The production time per 100 pieces and the variable cost per hour is given in the table below :

Operation	Time per 100 nos. (Hrs.)	Variable cost per hour (Rs.)
Blanking	5	10
Milling	3	8
Grinding	½	12
Thread rolling	½	20
Drilling	2.5	12

The material cost per piece is Rs.1.20. The company has received an offer from a vendor who is prepared to supply the component at a rate of Rs.2.25 but Sharda Ancillaries shall have to carry out thread rolling operation free of cost. The component shall be processed by the vendor upto the grinding operation and sent to Sharda Ancillaries for thread rolling to be received back for drilling operation.

Should Sharda Ancillaries sub-contract the item?

Q3) Case No - 3

[30]

The following salient features were noted during the detailed study conducted at a very small company in the area of inventory management.

Total number of items : 33

Sr. No.	Material Description	Annual Consumption in units	Price/ unit (Rs.)
(1)	(2)	(3)	(4)
1	Nitric Acid	4,000 kgs	10
2	Xylene	1,200 kgs	5
3	Drums	1,500 kgs	16
4	Paraffin Wax	3,500 kgs	1
5	Biolac	50 kgs	8
6	Methylene Chloride	6,000 kgs	6
7	Ethyle A	3,000 kgs	4
8	D. Spirit	4,200 ltrs	1
9	Handrast	50 kgs	10
10	Castor Oil	100 kgs	7
11	Camphor	80 kgs	40
12	Eastergum	50 kgs	8
13	Cartons	2,000 nos.	0.15
14	Amyl, A	20 kgs	10
15	Linseed Oil	30 kgs	6

16	Talk Powder	80 kgs	0.25
17	Red Oxide	200 kgs	0.50
18	Tolune	750 kgs	4
19	Butyle Acetate	350 kgs	6
20	Alstar	20 kgs	10
21	Netrocellulose	3,250 kgs	12
22	Acetone	1,300 kgs	3
23	Di-butyle	200 kgs	9
24	Tins	3,600 nos.	1
25	Polythene tubing	100 kgs	12
26	Shellac	5,000 kgs	6
27	Wooden Crates	300 kgs	3
28	Phosphat	150 kgs	20
29	Btheline Dichloride	1,000 kgs	6
30	Cashew shell liquid	1,000 kgs	2
31	Trichori	70 kgs	5
32	Pine tar and balls	10 kgs	5
33	SBP	600 kgs	1.5

Make ABC Analysis of above items.



P487

[3675]-101

M.B.A. (Sem. - I)

**101 : ORGANISATIONAL BEHAVIOUR AND PRINCIPLES
AND PRACTICES OF MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 and 6 is compulsory.*
- 2) *Attempt any three questions out of remaining questions.*
- 3) *Marks are indicated against each question.*

- Q1)** a) Define management. Explain its need and scope. **[10]**
b) Define organisational behaviour. Explain autocratic and supportive models of OB. **[15]**
- Q2)** Define planning. Explain the steps involved in MBO. **[12]**
- Q3)** Define motivation. Explain primary and secondary motives. State importance of motivation. **[12]**
- Q4)** Define Organising. Explain line and staff authority. **[12]**
- Q5)** Short notes (Answer any three) : **[12]**
- a) Learning Organisation.
 - b) Work life Balance.
 - c) Constructive conflict.
 - d) Informal groups.
 - e) Control techniques.
- Q6) Case Study** **[9]**

Manish, a young man with a M.Sc. degree in Chemistry was happy to join as a Chemist in the R&D department of a leading pharmaceutical firm. Although Manish had only been an above average student, his interest in Chemistry had made him a superb technical expert. This technical knowledge made him a 'star performer' very early in his career. His personality also made him approachable, whenever anyone in the firm needed help. Seeing his ability, and knowledge, the management of his firm decided to promote him as the chief chemist. Manish was happy with his new job and went about performing

P.T.O

the job with his usual enthusiasm. Being happy with Manish's continued performance, the management now promoted him as the Head of the team evolved in developing a new product within a stipulated time. The other team members were also research scholars and equally competent and self motivated as Manish. So as a project leader, Manish tried to project himself as a model on how to do first-class scientific work, give one's best and also be able to complete the work under tremendous deadline pressure. Accordingly, Manish completed the said assignment even before the scheduled time.

The management of Manish's firm felt that he could easily be groomed to be a leader as he not only sets extremely high performance standards for himself but also exemplifies them. So a new assignment was handed over to Manish. He was put in charge of R&D for his entire division. Manish was extremely happy with his new job and displayed a keenness to do things better and faster and also expected the same of everyone around him. In his new role and as his tasks expanded, Manish realised he had to create a vision for his team, work out strategies to coordinate projects, delegate authority and groom his subordinates. All these tasks started telling on Manish's performance and he began to slip. He was quick to identify poor performers and demand more from them. When they failed to rise to the occasion(s), Manish started distrusting his subordinates to be as capable as himself. He started becoming almost a micro manager obsessed with details and taking over from others when their performance was dissatisfactory. Instead of becoming a true leader and adopting a coaching style and trying to counsel subordinates so as to enable them to improve with guidance and development. Manish started stretching himself and working nights and weekends so as to cover up other employees' lapses. All these started affecting Manish's mental and physical health. Manish's subordinates also started feeling that Manish didn't trust them to work in their own way and all their initial initiative and enthusiasm started evaporating. Since Manish rarely gave any feedback to them, they started feeling the task was too focused and routinized and boring. Finally, they all decided to meet the Human Resource leader and put forward their case to him.

Questions for Discussion :

- 1) Do you feel that the pace setting leadership style adopted by Manish was wrong? Why?
- 2) What remedy do you suggest to stop Manish from faltering and also motivate Manish's subordinates?



Total No. of Questions : 7]

[Total No. of Pages : 1

P488

[3675]-103

M.B.A. (Sem. - I)

(103) Managerial Economics

(2008 Pattern) (New)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any 5 questions of the following.*
- 2) *All questions carry equal marks.*
- 3) *Draw suitable diagrams wherever necessary.*

Q1) What is Managerial Economics? Explain the subject matter of it. Which economic concepts have practical significance?

- Q2)** a) Distinguish between variation in demand and changes in demand.
b) Explain the concept of income elasticity of demand.

Q3) Define 'Production Function' and explain the three types of returns to scale.

Q4) State the conditions of equilibrium of a firm. Show how a monopoly firm reaches its equilibrium in the long run.

- Q5)** a) 'Product differentiation is essential feature of monopolistic competition'. Do you agree? Justify your answer.
b) Account for popularity of cost-plus pricing method.

Q6) What is capital-budgeting? Describe the steps involved in project evaluation.

Q7) Write notes on (any two) :

- a) Opportunity cost.
- b) Break-even analysis.
- c) Any two methods of demand forecasting.
- d) Need for government intervention in market.



P489**[3675]-104****M.B.A.**

**104 : Statistical and Quantitative Methods
(2008 Pattern) (Sem. - I)**

*Time : 3 Hours]**[Max. Marks : 70**Instructions to the candidates:*

- 1) *Question No. 1 and Question No. 4 are compulsory.*
- 2) *Answer any one question from Question No. 2 and 3 and answer any one question from Question No.5 and 6.*
- 3) *Use of electronic calculators and statistical tables are allowed.*
- 4) *Figures to the right indicate full marks.*

- Q1) a)** Following is the distribution of marks in statistics obtained by 50 students. Find Mean and Median marks. **[5]**

Marks more than	0	10	20	30	40	50
No. of Students	50	46	40	20	10	3

- b)** Find which team is more consistent in making the goals. **[5]**

No. of goals	0	1	2	3	4
No. of matches by A	10	18	32	16	10
No. of matches by B	18	22	40	12	8

- c)** An urn contains 4 white and 5 black balls. A second urn contains 5 white and 4 black balls. One ball is transferred from the first to second urn then a ball is drawn from the second urn. What is the probability that it is white. **[5]**
- d)** In a group of 800 students the number of married is 320 but of 240 students who failed 96 belonged to the married group. Find association between the attributes marriage and failure. Comment on the result. **[5]**
- Q2) a)** The mean life time of a battery follows normal distribution with average life time 50 hours and 5% of the values are greater than 60
- i) Find the standard deviation of this distribution.
 - ii) Also find the lowest life time of highest 15% batteries. **[8]**

- b) The two regression lines are $0.5X+Y-11.64 = 0$ and $X+0.87Y = 19.13$
 Find : [7]
 i) Mean of X and Y.
 ii) Two regression coefficients.
 iii) Correlation coefficient.
 iv) Var (y) when $\sigma(x) = 2$.

- Q3)** a) Define the following terms with illustrations : [8]
 i) Independent events.
 ii) Mutually exclusive events.
 iii) Occurance of atleast one of two events.
 iv) Exhaustive events.

- b) Find rank correlation for following data : [7]
 X : 71 68 66 67 71 70 12 65 66
 Y : 69 64 65 64 65 65 66 59 62

- Q4)** a) The manager of an oil refinery must decide on an optimal mix of two possible blending processes of which the input and output per production run are given below : [5]

Process	Input (units)		Output units	
	Crude A	Crude B	Gasoline X	Gasoline Y
I	5	3	5	8
II	4	5	4	4

Availability of Crude A and B is 200 units and 150 units, respectively. Market requirements show that atleast 100 units of Gasoline X and 80 units of Gasoline Y must be produced. The profit per production run from Process I and Process II are Rs.300 and Rs.400 respectively. Formulate the above LPP problem.

- b) Weavers in a textile mill arrive at a departmental storeroom to obtain spare parts needed for keeping the looms running. The store is manned by one attendant. The average arrival rate of weavers per hour is 10 and the service rate is 12 per hour. Arrival rate follow poisson distribution and service time follows exponential distribution. Determine. [5]
 i) Average length of waiting line.
 ii) Average time a weaver spends in the system.

- c) There are four manufacturing sections and five supervisors in the industry. Four of the five supervisors are to be promoted as foremen. The efficiency matrix of the supervisors is given below : [5]

Supervisor	Manufacturing Sections			
	M ₁	M ₂	M ₃	M ₄
A	90	96	72	88
B	95	90	0	85
C	85	80	75	0
D	78	95	0	80
E	93	91	70	85

which four supervisors should be promoted as supervisors of which manufacturing sections so as to maximise the efficiency of the industry.

- d) Define : [5]
- Minimax Regret Criterion.
 - EMV.
 - EVPI.

- Q5) a) Find the optimum solution for the following transportation : [8]

Factory	Warehouse				Availability
	W ₁	W ₂	W ₃	W ₄	
F ₁	21	16	25	13	11
F ₂	17	18	14	23	13
F ₃	32	27	18	41	19
Requirement	6	10	12	15	

- b) The following table gives the arrival pattern at a coffee counter for 1 minute interval : [7]

No. of persons arriving	0	1	2	3	4	5	6	7
Probability	5	10	15	30	20	10	5	5

Stimulate the arrival using following random numbers. And find average arrival.

5, 25, 16, 80, 35, 48, 67, 79, 90, 19.

- Q6)** a) Find the steady state probabilities for three news papers whose transition probability matrix is given below : **[8]**

$$\begin{bmatrix} 0.8 & 0.125 & 0.075 \\ 0.09 & 0.9 & 0.01 \\ 0.117 & 0.017 & 0.866 \end{bmatrix}$$

- b) The following is pay off matrix for firm A and B. Find the optimal strategies of firm A and firm B and value of the game : **[7]**

		Firm B			
		35	65	25	5
Firm A	30	30	20	15	0
	40	40	50	0	10
	55	55	60	10	15



Total No. of Questions : 7]

[Total No. of Pages : 1

P490

[3675]-105

M.B.A. (Sem. - I)

105 : LEGAL ASPECT OF BUSINESS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any 4 questions from Q.No. 1 to Q.No. 6.*
- 2) *Question No. 7 is compulsory.*
- 3) *All questions carry equal marks.*

Q1) Discuss the following comment - "All contract are agreement, but all agreement are not contract".

Q2) Distinguish clearly between :

- a) Misrepresentation and fraud.
- b) Coercion and undue influence.

Q3) Discuss the essential characteristics of a contract of sale of goods.

Q4) Define the term 'Negotiable Instrument'. What are its essential characteristics?

Q5) Explain composition and jurisdiction of district forums.

Q6) Explain the term 'E-Commerce' and 'E-Governance' with reference to Information Technology Act 2000.

Q7) Write short note (any two) :

- a) Valid offer.
- b) Specific performance.
- c) Consumer in Consumer Protection Act.
- d) Auction.



Total No. of Questions : 7]

[Total No. of Pages : 1

P491

[3675]-106

M.B.A. (Sem. - I)

106 : BASICS OF MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What do you mean by marketing? Explain the core concepts of marketing.

Q2) “Marketing Managers have to constantly take and revise their marketing decisions considering the changes in micro and macro environmental forces” comment. Explain various types of environmental forces and factors influencing marketing decision.

Q3) What do you mean by consumer behaviour? What are the steps in the buying decision process? Imagine the process of buying?

- a) A micro-wave oven.
- b) A new handset of mobile phone.

Q4) Define market segmentation. What are the bases for market segmentation of consumer goods and industrial goods.

Q5) What is meant by the term ‘Marketing Mix’? Briefly explain the 7ps considered for marketing of services.

Q6) Write a comprehensive note on ‘Social Responsibility of Marketing Organisation’.

Q7) Write notes (any two) :

- a) Functions of marketing.
- b) Niche marketing and local marketing.
- c) Marketing Audit.
- d) Positioning.



Total No. of Questions : 7]

[Total No. of Pages : 1

P492

[3675]-201

M.B.A. (Sem. - II)

201 : MARKETING MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 is compulsory.*
- 2) *Answer any four questions out of remaining.*
- 3) *All questions carry equal marks.*

- Q1)** 'Tasty Flavour's is a local instant food manufacturing company. Their brand of Gulab Jamun Mix is highly successful in the local markets. They want to expand their business nationwide. Design a promotional mix for them. Make necessary assumptions.
- Q2)** Explain the importance and functions of distribution channels. Design a marketing channel for a consumer durable product.
- Q3)** Explain Product Life Cycle (PLC) with the help of a neat diagram. How product is managed at different stages of PLC?
- Q4)** State the factors influencing pricing decision. Discuss different approaches to pricing.
- Q5)** Define branding and explain the purpose and significance of it in the era of cut-throat competition.
- Q6)** 'Extended P's are more relevant in the marketing of services'. - Comment.
- Q7)** Write short notes (any two) :
- a) Test marketing a new product.
 - b) Impact of technology and internet on distribution.
 - c) Packaging and labeling.
 - d) Managing the price change.



Total No. of Questions : 7]

[Total No. of Pages : 1

P493

[3675]-203

M.B.A.

203 : HUMAN RESOURCE MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five questions.*
- 2) All questions carry equal marks.*
- 3) Figures to the right indicate full marks.*

- Q1)** Define Human Resource Management and elaborate its importance and also discuss its evolution.
- Q2)** What is Human Resource Planning? Explain the different sources of recruitment.
- Q3)** Discuss in detail the objectives and need of training in any organisation.
- Q4)** Explain the importance of performance management system and discuss the MBO method of performance appraisal.
- Q5)** What is collective bargaining? Discuss the importance of collective bargaining in settlement of industrial disputes.
- Q6)** Explain the different methods of separation of employees from the organisation.
- Q7)** Write short note on (any two) :
- a) Kaizen.
 - b) Job evaluation.
 - c) Evaluation of training programme.
 - d) Induction.



P494**[3675]-204****M.B.A. (Sem.- II)****204 : Manufacturing and Operations Management****(2008 Pattern)***Time : 3 Hours]**[Max. Marks : 70**Instructions to the candidates:*

- 1) *Answer any Five questions.*
- 2) *All questions carry equal marks.*

Q1) List the functions of operations management and explain contributions made by Henry Ford and Taguchi in development of production management.

Q2) Discuss the characteristics in details of project production.

- Q3)** a) Why location decisions are considered important? Explain.
b) Explain the relation between layout and location decisions.

- Q4)** a) Discuss in brief importance of production planning and control in a manufacturing organisation.
b) Explain how does use of CPM/PERT help project managers in timely completion of projects.

Q5) A line inspector in an engineering company recorded dimensions of each of the five jobs selected at the end of the five hours. The quality characteristics is the measurement of diameter whose design specification is $25.0 \pm 0.10\text{mm}$.

Sample Number	Individual Measurement of dia in mm				
	1	2	3	4	5
1	25.0	25.01	25.00	25.03	25.01
2	25.00	25.03	25.00	25.04	25.03
3	25.01	25.02	25.02	25.03	25.02
4	25.01	25.02	25.01	25.01	25.04
5	25.02	25.02	25.03	25.03	25.00
6	25.06	25.03	25.02	25.00	24.99
7	24.99	24.98	25.02	25.02	24.99
8	25.02	25.01	25.01	24.99	25.02
9	25.03	25.01	24.97	25.01	25.03
10	25.02	24.99	24.99	24.98	24.97

Construct \bar{X} and R chart. Given constants : $A_2 = 0.5768$; $D_3 = 0$ and $D_4 = 2.114$.

P.T.O.

Q6) Explain with example concept of any two of the following recording techniques :

- a) Process mapping.
- b) Flow process chart.
- c) Flow diagram.

Q7) Write notes on any two of the following :

- a) Kanban
- b) Work sampling.
- c) OC curve.
- d) TPM.



Total No. of Questions : 8]

[Total No. of Pages : 1

P495

[3675]-205

M.B.A.

**205 : Materials and Logistics Management
(2008 Pattern) (Sem. - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve any five questions.*
- 2) *All questions carry equal marks.*

- Q1)** Discuss the various mechanised materials handling equipments with their scopes and safety issues.
- Q2)** What are the different types of store? List out various functions of store management. Discuss the documentation in stores department.
- Q3)** a) “Material Requirement Planning is a technique of material planning and scheduling”. Discuss.
b) Describe the various inputs to MRP.
- Q4)** Write a note on present trends in Global Sourcing for the improvement of supply chain, productivity and total cost reduction.
- Q5)** “ABC analysis and EOQ analysis are complementary to each other” comment on the statement.
- Q6)** Illustrate the various trade offs that occur in between various elements of Logistics Cost and Customer Service.
- Q7)** Elucidate the interface of Materials and Logistics Management with IT, marketing and finance function in a manufacturing organisation.
- Q8)** Write a short notes on (any two) :
- a) Inventory turn ratios.
 - b) Kodak system.
 - c) Value Engineering.
 - d) Concept of ERP.



Total No. of Questions : 7]

[Total No. of Pages : 1

P496

[3675]-206

M.B.A. (Sem. - II)

206 : MANAGEMENT INFORMATION SYSTEM

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 and Q.No. 7 are compulsory.*
- 2) *Solve any four from remaining.*
- 3) *State your assumptions clearly.*

Q1) M/s.Ratanchand Uttamchand is reputed dealer of electrical products such as bulbs, tubes, switches etc. for Ahmednagar and Nasik districts. Monthly turnover of M/s.Ratanchand Uttamchand is Rs.55 lacs.

- a) Draw input form for customer order.
- b) Draw reports.
 - i) Product wise sales.
 - ii) Area wise sales.

[15]

Q2) Explain various fact finding techniques.

[10]

Q3) Define computer network. Explain various topologies.

[10]

Q4) Explain concept of dataware housing. Discuss need of dataware housing in modern business.

[10]

Q5) Explain various phases in System Development Life Cycle.

[10]

Q6) Define and compare EIS & MIS.

[10]

Q7) Write short notes (any three) :

[15]

- a) CASE TOOLS.
- b) Artificial Intelligence.
- c) Intellectual Property Rights.
- d) Herbert Simon Model.



Total No. of Questions : 7]

[Total No. of Pages : 1

P497

[3675]-401

M.B.A. (Sem. - IV)

**401 : ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT
(2005 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 is compulsory.*
- 2) *Solve any three out of the remaining.*
- 3) *Figures to the right indicate full marks.*

- Q1)** a) Explain how entrepreneurship has influenced economic development and productivity in recent years. **[15]**
- b) Define business idea. What factors should be taken into consideration before choosing an idea? **[10]**
- Q2)** Discuss the need for institutional support to small scale industries. **[15]**
- Q3)** Elaborate the role played by DIC in developing entrepreneurship. **[15]**
- Q4)** What are the challenges faced by women entrepreneurs? How are they changing how? **[15]**
- Q5)** Elaborate the various schemes implemented by government to promote entrepreneurship development. **[15]**
- Q6)** Explain the four major pitfalls put forth by peter drucker? **[15]**
- Q7)** Write short notes (any three) : **[15]**
- a) Reasons for low women entrepreneurs.
 - b) Intrapreneur Vs Entrepreneur.
 - c) SFC's.
 - d) Entrepreneurial Culture.
 - e) Environmental Analysis.



Total No. of Questions : 6]

[Total No. of Pages : 3

P498

[3675]-402

M.B.A. (Sem.- IV)

402 : INTERNATIONAL BUSINESS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Section - II is compulsory.*
- 2) *Attempt any three questions from Section - I.*
- 3) *Each question from Section - I carries 15 marks and Section - II (case study) carries 25 marks.*

SECTION - I

Q1) Discuss the following theories of international trade :

- a) Ricardo Theory of International Trade.
- b) Ohlin and Heckler Theory of International Trade.

Q2) Describe the dynamics of political instability and its relationship with political risk. Explain the procedure for Political Risk Analysis.

Q3) Should Indian companies try to become multinational? What benefits can India get if Indian companies become MNC's?

Q4) Distinguish between balance of trade and balance of payment. What are the reasons of disequilibrium in the balance of payment?

Q5) Write short notes on (any three) :

- a) Asian Development Bank.
- b) Global sourcing and its impact on Indian Industry.
- c) NAFTA.
- d) Export Finance.
- e) TRIPS and TRIMS.

SECTION - II

Q6) Case Study :

Read the following case and answer the questions given at the end :

Indian Oil Corporation's Strategy

Indian Oil Corporation(IOC) is the largest commercial undertaking in India and the only Indian company in Fortune's "Global 500 Listing". As a part of the internationalization strategy of IOC, it has entered into the foreign market using the following entry methods :

P.T.O.

1. Exporting :
IOC has already been exposing its products such as Servo Lubricant and other petroleum products to a number of overseas markets including Bangladesh and Sri Lanka.
2. Turnkey Projects :
For constructing port oil terminal on turnkey basis at Mer Rouge, since October 2002, IOC has got a wholly owned subsidiary - M/s Indian Oil Tanking Ltd., Mauritius.
3. Strategic Alliance :
For providing aviation fuel and refuelling facility at SSR international airport in Mauritius, Indian Oil Mauritius Ltd. (IOML) has formed a strategic alliance with existing players such as Shell, Caltex and ESSO.
4. Joint Venture :
IOC is also negotiating with Caltex to put up a joint venture for installing a bottling plant and marketing LPG under a common brand name “Mauri Gas” in Mauritius.
5. Wholly Owned Subsidiaries :
IOC has formed a wholly owned subsidiary in Mauritius - Indian Oil Mauritius Ltd. (IOML) with a huge projected investment. The company is setting up a state-of-the-art bulk storage terminal at Mer Rouge to stock 24 thousand metric tonnes of vital petroleum products, auxiliary and bunkering facility and 25 modern petrol (and Gas) stations. IOML is also in the process of building infrastructure for storage, bottling and distribution of Indane, LPG and market servo lubricants in Mauritius.

Besides, IOC has also formed a wholly-owned subsidiary in Sri Lanka - known as Lanka IOC Pvt. Ltd. (LIOC). LIOC took over 100 retail outlets owned by Ceylon Petroleum Corporation in February 2003. It is the only private-owned company besides the state-owned Ceylon Petroleum Corporation (CPC) that operates retail petrol stations in Sri Lanka. Building and operating storage facilities at Trincomalee tank farm, LIOC is involved in bulk supply to industrial consumers.

In order to facilitate operations of Lanka Indian Oil Corporation Pvt. Ltd. (LIOC), the Government of Sri Lanka has extended the following concessions :
 - a) A tripartite agreement signed between the Sri Lankan Government, CPC and LIOC guarantees that only three retail players (including CPC and LIOC) will operate in the Sri Lankan market for the next five years.

- b) LIOC has also been allowed income tax exemption for 10 years from the date of commencement of operations and a concessional tax of 15% thereafter against the prevailing rate of 35%.
- c) The Indian Oil subsidiary has also been granted customs duty exemption for import of project-related plant, machinery and equipment during project implementation period of 5 years, besides free transfer of dividend/income to India.

As a strategic perspective, Indian Oil Corporation is moving towards globalizing its markets.

Questions :

- 1) IOC has adopted a mix of entry modes for approaching international markets. Critically evaluate the factors affecting IOC's selection of these entry modes.
- 2) In view of the emerging economic political scenario, evaluate IOC's entry into Sri Lanka as a Wholly Owned Subsidiary.



Total No. of Questions : 7]

[Total No. of Pages : 1

P499

[3675]-403

M.B.A. (Sem. - IV)

403 : CURRENT TRENDS IN MANAGEMENT

(Paper - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) “Six Sigma converts person dependent approach to process driven approach”. Discuss.

Q2) Explain use of knowledge management in adopting best practices in Industry.

Q3) What is the necessity of mergers and acquisitions of businesses in 21st century.

Q4) How IT enabled services makes any time, anywhere learning possible, explain the importance of e-learning.

Q5) Explain recommendations of Birla Committee and Narayan Murthy Committee on Corporate Governance.

Q6) Compare TQM and Six Sigma methodology in detail.

Q7) Write short note on any two :

- a) KPO and BPO.
- b) DMAIC.
- c) World Class Manufacturing.



Total No. of Questions : 7]

[Total No. of Pages : 1

P500

[3675]-404

M.B.A.

SERVICES MARKETING

404 A : Marketing Management Specialisation

(2005 Pattern) (New)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** Explain the unique characteristics of services which demand distinctly different marketing strategy as compared to marketing of physical goods.
- Q2)** Describe in detail how effective use can be made of constituents of marketing-mix for services; namely :- process and physical evidence by developing “people”; to establish competitive advantage.
- Q3)** Enumerate the various factors that must be considered to determine the location for services marketing.
- Q4)** Explain the five different Gaps identified in Gaps model of service quality developed by Parasuraman; Ziethaml and Berry.
- Q5)** Justify the statement :- Complaints are the most important as guidance for improving service quality.
- Q6)** Explain with examples how “pricing strategy” should support positioning strategy for success in services marketing.
- Q7)** Write notes (any two) :
- a) Critical Incidences.
 - b) Internal marketing.
 - c) After sales service.
 - d) e-services marketing.



Total No. of Questions : 7]

[Total No. of Pages : 1

P501

[3675]-405

M.B.A.

**404 B : INDIRECT TAXATION
(2005 Pattern) (Old)**

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates:

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

Q1) Explain the nature of Indirect Tax along with its advantages and limitations.

Q2) Discuss the concept of assessable value along with different types and components thereof.

Q3) Explain in detail warehousing bond and its procedure.

Q4) Write short notes on (any three) :

- a) Self Removal Procedure.
- b) Stock Register Under Excise.
- c) Manufacture in Warehouse.
- d) Transit and transshipment of goods.

Q5) Discuss in detail the concept of CENVAT and the requirements of the documents for taking CENVAT benefits.

Q6) Discuss in detail the various situations wherein the Central Government can impose restrictions on import of goods and services into India.

Q7) Explain the following :

- a) Duty draw back.
- b) Manufacture.
- c) Unjust Enrichment.



Total No. of Questions : 7]

[Total No. of Pages : 1

P502

[3675]-407

M.B.A. (Sem. - IV)

INVENTORY MANAGEMENT

404 D : Production and Materials Specialization

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve any five questions.*
- 2) *All questions carry equal marks.*

Q1) How Inventories are classified? Why there is a need for Inventory Control?
What are the factors influencing inventory decision?

Q2) Discuss the assumptions made for EOQ. What is relevance of EOQ in JIT system.

Q3) List various inventory models. Discuss in detail probabilistic inventory model.

Q4) Discuss how distribution resource planning is used to manage inventories in multiple locations.

Q5) Discuss the relationship between manufacturing lead times and level of WIP Inventory with reference to an automobile industry.

Q6) Explain the role of IT in inventory management.

Q7) Write short notes on (any three) :

- a) ABC Analysis.
- b) WIP Inventory.
- c) Zero Inventory.
- d) Inventory turns and productivity.
- e) Reorder level.



Total No. of Questions : 7]

[Total No. of Pages : 1

P503

[3675]-408

M.B.A.

404 E : LABOUR WELFARE

HRM Specialization

(2005 Pattern) (Sem. - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any three questions from the remaining.*

- Q1)** a) Define Labour Welfare. Discuss the theories of Labour Welfare in detail. **[15]**
b) Discuss the relation between Productivity and Labour Welfare. **[10]**
- Q2)** Discuss the duties of Labour Welfare Officer. Do you think the position of Labour Welfare Officer is really required in the present scenario in the industry. Justify. **[15]**
- Q3)** What is workers participation in Management? Explain its merits and demerits in detail. **[15]**
- Q4)** Explain in detail the scope and objectives of ILO. **[15]**
- Q5)** Discuss the impact of industrialisation on physical and mental health of the employees. **[15]**
- Q6)** ABC is an engineering company. Around 800 workers are engaged in the company. Suggest various statutory welfare measures to the company with a view to maintain industrial peace and get desired productivity. **[15]**
- Q7)** Write short notes on any three : **[15]**
- a) Social Security.
 - b) Role of Trade Union in Labour Welfare.
 - c) Corporate Social Responsibility.
 - d) ILC.
 - e) Levels of Workers Education Program.



Total No. of Questions : 7]

[Total No. of Pages : 1

P504

[3675]-409

M.B.A. (Sem. - IV)

MARKETING MANAGEMENT

407 A : Marketing Strategy and Relationship Management

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carries equal marks.*

- Q1)** How recently the paradigm is shifted from Marketing Warfare to Co-operative Marketing? How business gained competitive advantage thru Relationship Mktg.?
- Q2)** Explain in-details key concepts of Relationship Marketing like, Promise, Trust, Commitment, Satisfaction, Quality etc.
- Q3)** What you understand by mean of Internal Marketing? How you will build customer relationship by way of Partnering? How you will retain your customers?
- Q4)** Define CRM. How this concept emerged? How IT related RM is build with the help of database warehousing and data mining?
- Q5)** How the Internal Analysis and External Analysis is carried out in the environment of uncertainty of the business? During Internal Analysis how the Sales and Profitability Analysis is carried out? Write down the detailed procedure for the same.
- Q6)** How you will identify the Competition and Competitor? What is the procedure adopted for understanding competitors strengths and weaknesses and strategic portfolio?
- Q7)** Write short notes on any three :
- a) Customer's motivation.
 - b) Actual and Potential Market size.
 - c) Pitfalls of IT focused RM.
 - d) Customer privacy.
 - e) Low cost strategy.



P505

[3675]-410

M.B.A. (Sem.- IV)

407 (B) : INTERNATIONAL FINANCIAL MANAGEMENT

(Finance Specialization)

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Do not use different answer sheets for answering different sections.*
- 2) *From Section - I Question No. 1 carries 5 marks. Question No. 2 carries 15 marks.*
- 3) *Answer any five from Section - II. Each question in Section - II carries 10 marks.*

SECTION - I

Q1) Explain the following concepts (any five) :

- a) Economic Union.
- b) Currency futures.
- c) Spread.
- d) ADR.
- e) Customs Union.
- f) Crawling Peg System.

Q2) Answer any three :

- a) A bank is quoting the following rates :

DEM/USD Spot :	1.5975/80
2 months :	20/10
3 months :	25/15
Saudi Riyals/USD spot :	3.7550/60
2 months :	20/40
3 months :	30/40

A firm wishes to buy Riyals against DEM 3 months forward, what rate will the bank quote?

- b) If on January 5, (Monday), a customer wants forward rate for buying US \$ against DM for February 27th, (Friday) and if the exchange rate scenario is as follows :

New York Market : As on January 5

Spot	US \$ 1 = DM 1.7935 - 1.7945	
Forwards	1 month :	17/16
	2 months :	35/33
	3 months :	53/50

Calculate the forward exchange rate of US \$ against DM for February 27th, (Friday), in a non leap year.

P.T.O.

- c) i) Banker quotes as follows :
- [MXN = Mexican Peso, BRL = Brazilian Real]
- In Brazil : BRL/GBP 5.2506 - 5.2600
- In Mexico : MXN/BRL 3.9568 - 3.9698
- What is MXN/GBP expected Rate?
- ii) Following quotes are given by a banker in Mumbai. Identify whether the quote is direct or indirect quote. Compute the direct quote for indirect quote and vice versa :
- Rs.100 = USD 1.9800
- Rs.100 = GBP 1.2500
- 1 EUR = Rs.55.
- d) i) Spread Mid Rate quote for USD in INR is 2.03, 47.5801 as per trader. Calculate bid and ask rate.
- ii) The Quote given by the banker in India for USD is : INR 50.1125/50.4560. Compute percentage spread.

SECTION - II

- Q3)** What are the factors driving Foreign Direct Investments in India? Discuss Advantages and disadvantages of Foreign Direct Investments.
- Q4)** Write note on :
- a) Double Taxation Agreements.
- b) FEMA.
- Q5)** Write note on purchasing power parity theory.
- Q6)** Why the current international monetary system referred to as floating or flexible rate system, despite the fact that majority of countries have been pegging their currencies with other currency or basket of currencies?
- Q7)** What is Balance of Payments? What is Balance of Payments on Current and Capital Account? Do you think India's Balance of Payment problem is very serious compared to balance of payment problem of United States of America? Discuss.
- Q8)** Discuss the role of International Monetary since Inception.
- Q9)** What is ECB? What are the procedures for raising ECB? What are the advantages and disadvantages to raising finance through ECB?



Total No. of Questions : 5]

[Total No. of Pages : 1

P506

[3675]-411

M.B.A. (Sem. - IV)

407 - C : PROJECT MANAGEMENT & IT MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question 1 is compulsory.*
- 2) *Solve any 3 questions from remaining.*

Q1) Define software testing. Explain different types of testing methods with their advantages. **[10]**

Q2) What is PERT/CPM? Explain their importance in Software Project Management. **[20]**

Q3) What is the implementation of a software? What are the different ways in which implementation can be carried out? **[20]**

Q4) Explain different CASE Tools available for Project Management Support. **[20]**

Q5) Write short notes on (any four) : **[20]**

- a) User Acceptance Test.
- b) Risk management.
- c) COCOMO model.
- d) Reileigh curve.
- e) Career Path Planning.



P507

[3675]-412

M.B.A. (Sem.-IV)

407 D : MATERIAL REQUIREMENT PLANNING

(Production and Materials Specialization)

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) State the meaning of MRP. Explain why MRP system is considered to be superior to order point method in managing inventory.

Q2) Describe the outputs of MRP process and explain uses of MRP outputs.

Q3) Explain the objectives and role of MPS in MRP system.

Q4) In many organizations MRP implementation has been a failure. Discuss common causes of failure of MRP system and state prerequisites for effective implementation of MRP system.

Q5) Explain the effect of followings on MRP system :

- a) When lot sizing rules are changed?
- b) When changes in specifications of a boughtout item are not communicated to vendor but bill of material file is updated.
- c) When frequent changes are made in MPS.

Q6) Explain with example concept and uses of modular bill of materials.

Q7) Discuss the importance and need of updating inventory records and bill of material files in MRP system. State common reasons for delays in updating these files.

Q8) Write notes on any two of the following :

- a) Data integrity.
- b) Considerations in lot sizing.
- c) Nervousness in MRP.
- d) Assumptions and limitations of MRP.



Total No. of Questions : 7]

[Total No. of Pages : 1

P508

[3675]-414

M.B.A. (Sem.-IV)

408 - A : PRODUCT AND BRAND MANAGEMENT

Marketing Management Specialization

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) 'Product strategy differs in various stages of Product Life Cycle'. Justify by giving suitable examples.

Q2) 'Customer and competitor analysis are two major drivers for product decision'. Comment.

Q3) 'Brand is much more than a product'. Explain.

Q4) Discuss various qualitative and quantitative methods of sales forecasting.

Q5) Elaborate various stages in Brand Building Process.

Q6) Explain the concept of 'Brand Equity'. Discuss various techniques of calculating Brand Equity.

Q7) Write short notes on any two :

- a) Brand Positioning.
- b) Brand Extension.
- c) Product focussed organisation and market focussed organisation.



P510

[3675] - 416

M.B.A. (Sem. - IV)

408 C : COMPUTER SPECIALIZATION BUSINESS APPLICATIONS

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question 1 must be answered. Attempt any 5 questions from remaining.*
- 2) Question 1 carries 20 marks. Remaining questions carry 10 marks.*
- 3) Draw neat diagrams wherever required. Neat diagrams carry marks.*
- 4) State your assumptions clearly.*

- Q1)** a) What is purpose of maintaining stocks in stores? **[5]**
b) How to maintain stock status of material given to the sub-contractor, in a store. What transactions are used for the purpose? Draw the layouts of the transactions used. **[15]**
- Q2)** How to process a purchase order, against the material requisition received from stores? Describe the process with the help of DFD. Also draw an E-R diagram. **[10]**
- Q3)** Explain the list of operations required to process employee monthly salary slip. Also state the normalized files required in the process. **[10]**
- Q4)** Al-Care Hospital is automating all functions pertaining to the inpatient module. This module would deal with Admission of patients dealing with collection of advance, planned admission of patients and emergency admissions. The inpatient module would also deal with ward Management taking care of shifting from one ward to the other and displaying Bed availability. The module would track every visit made by the patient and would cater to follow-up visits of patients.
You are requested to
a) Draw a first level DFD for the above.
b) Draw normalized file design for the inpatient module. **[10]**

P.T.O.

Q5) How the inventory of food and consumables is maintained in a 3 star hotel? **[10]**

Q6) What is master production schedule? How it is prepared in a factory? **[10]**

Q7) Write short note (any 1) : **[10]**

- a) Leave accounting procedure.
- b) Savings bank account.
- c) Product-wise sales analysis.



Total No. of Questions : 3]

[Total No. of Pages : 3

P511

[3675]-417

M.B.A. (Sem.- IV)

**408 D : PRODUCTION AND MATERIALS SPECIALIZATION
(Cases) (2005 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any Two cases.*
- 2) *All questions carry equal marks.*

Q1) Case - 1

HANSA TRACTOMOTIVE LTD.

The Hansa Tractomotive Limited at Delhi contracted with Kay Jee Hydraulics Ltd. Bombay for the supply of two filtering and transfer machines. The following terms and conditions were agreed upon between the representatives :

Price per unit = Rs.12,500 F.O.R. Bombay

Delivery = 10-12 weeks after receipt of buyer's confirmed order.

Payment = 60 days after despatch of material under the New Bill Marketing scheme.

Accordingly, Hansa raised a purchase order and sent two copies of the same to Kay Jee which the latter acknowledged without any change.

The machines were completed by Kay Jee within the stipulated delivery period and sent to Hansa but instead of shipping via Rail, Hansa's designated carrier, Kay Jee despatched the consignment by Express Roadlines by truck. As per terms of contract, the hundi was raised for the invoiced amount by Kay Jee which was signed/accepted by Hansa.

En-route to Delhi, the truck collided with an incoming tractor trailer and rolled over an embankment resulting in total loss of the consignment.

When Malhotra, the buyer with Hansa contacted Naik, the sales manager with Kay Jee regarding the loss-in-transit, the former was told by the later, "the machines were sold F.O.R. Bombay and the title passed to Hansa at that time. The responsibility of filing claim with the carrier, therefore, is certainly not ours (Kay Jee's).

"But you did not route the consignment by the carrier designated by us" argued Malhotra.

"Our intention was to save Hansa freight cost and provide delivery by the faster mode of transport" Justified Naik.

P.T.O.

“And you had no approval from us” stressed Malhotra.

“The very fact” explained Naik, “that you (Hansa) signed the Hundi and accepted the lorry receipt from our representative implies that you accepted the change”.

“Signing the hundi does not mean we altered the terms of delivery. Terms of payment and terms of delivery are two separate issues” pleaded Malhotra. “Yes”, interrupting said Naik, “but they are related.....”

(The discussion went on each side trying to justifying their action without any ultimate result).

- a) How do you react to the situation cited above?
- b) Whose responsibility is to file claim with the carrier?
- c) What are the merits and demerits of the F.O.R. (place of despatch) and F.O.R. (destination) point?

Q2) Case - 2

DECKOR INDIA LIMITED

“Here is a list of our suppliers sir”. said Marwha while pushing the source register in front of Mr.R.P.Singh, the newly joined purchase executive. Mr.Marwha, the purchase officer had been looking after the purchase for quite some time as the post of purchase manager had not been filled. The reasons for this were not known in the department.

Singh went through the names and instructed Marwha to call the suppliers one by one so that he could talk to them. He gave Marwha a week to arrange meetings @ 3 to 4 suppliers a day.

“Some of these you can meet just now, sir!” said Marwha.

“Just now!”

“Yes, Sir! The owners/proprietors/partners of many firms are also our own employees. I have only to run around the shops and offices and get them here”.

“Are you serious”?

“Very much sir. Here are few examples : Out requirements of auto-parts are being met by the supervisor working in our autoshop. A union leader owns workshop and does the subcontract work for us . Stationery is being supplied by our head clerk. An accountant owns two four wheelers which are regularly retained by the company to collect and deliver materials from/to suppliers’ plants and transporters’ godowns. Gaskets and plastic caps are being supplied by an employee in the grinding section. A purchase assistant has put up a plating shop in the name of his brother and invariably jobs are routed to him for surface treatment. Same way a number of other examples can be given. Should I call some of them now?”

Interrupting “My God!”

“Why sir! What happened”?

“Things seem to be in more mess than I imagined. Don’t you know, Mr.Marwha that buying from the employees is against the basic principles of scientific purchasing”?

“But this has been buying policy all along” argued Marwha.

“Please leave this register here Mr.Marwha” said Singh, “and I shall let you know what is to be done!”

(Marwha leaves)

Singh studied the register in details and wrote a long confidential memo to the Managing Director.

- a) Do you, like the purchase executive, subscribe to the views that employees should not be the suppliers of the company?
- b) Draft a memo to M.D. against the current policy?
- c) How can the existing policy be reversed without causing bitterness?

Q3) Case - 3

ARCTIC INDIA LIMITED

Mr.Mullick, is a material manager with Arctic India Limited, a medium sized engineering firm engaged in the manufacture of domestic appliances. Over the last few years, Mr.Mullick has developed very intimate relations with his suppliers. On the day of marriage of his sister, one of his suppliers presented to him a costly gift, a VCR. The policy regarding the gifts in the policy manual of the company reads, “*Gifts beyond Rs.200 should not be accepted.*” His plea with the supplier that can’t accept the gift makes the supplier snub him “Is Malti only your sister. She is my sister as well. And I am giving this gift to my sister.” Mr.Mullick is confused. If he does not accept the gift, the supplier will create a scene. And if he accepts, there is of course going to be the problem.

- a) Analyse the situation and suggest the best course of action for Mr.Mullick to follow.
- b) Is the policy on gifts properly framed?
- c) What course of action on the part of Mr.Mullick would have prevented this?



Total No. of Questions : 6]

[Total No. of Pages : 1

P512

[3675]-418

M.B.A. (Sem.-IV)

408 E : LABOUR LAWS AND OTHER LAWS

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** Explain the opening and closing hours of Eating Houses and Restaurants. What are the contents of the Identity cards to be given to the employees under shops and establishments Act? **[14]**
- Q2)** Enumerate the provisions regarding licence, renewal of licence and revocation of licence under 'Contract Labour Act'. **[14]**
- Q3)** What are the provisions of 'certification of Standing Orders'? **[14]**
- Q4)** What are the different stages involved in the Domestic Enquiry? **[14]**
- Q5)** Write the objects of consumer Protection Act, 1986. Give the procedure of 'District Forum' for redressal of the grievances of the consumer. **[14]**
- Q6)** Write short notes on the following (any three) : **[14]**
- a) Advisory Boards under Contract Labour Act.
 - b) Certification of Digital Signatures.
 - c) 'Manufacturer' under Consumer Protection Act.
 - d) Proforma of charge-sheet.
 - e) Disbursement of wages under Contract Labour Act.



P927

[3675]-306

M.B.A.

PRODUCTION SPECIALISATION

(303D) : Inventory Management & Material Requirements Planning

(2008 Pattern) (New Syllabus) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** Discuss the need & importance of Inventory management? Explain various types of Inventory in a typical manufacturing firm, in brief.
- Q2)** What do you mean by performance evaluation of Materials function? Discuss the criteria & methodology of evaluation of the Materials function.
- Q3)** Discuss the various factors influencing 'Make or Buy' decision & outsourcing?
- Q4)** Explain the concept of MRP. What are the Prerequisites of successfully implementing MRP?
- Q5)** A Bearing for Cycle Rickshaw is important part. For a company, it requires procurement lead time of 10 days. The 24000 nos. requires per year. In a year, factory works for 240 days. In last two years highest use rate is 140 units per day. Calculate safety stock & reorder level for Normal behavior as well as considering the variation in demand in last two years.
- Q6)** 'Excess Inventory is A Roadblock to World-Class Manufacturing' Justify.
- Q7)** Discuss the strategies to increase Inventory Turns, Reduce throughput time, Reduce WIP and eliminate waste.

Q8) Write a short notes on :

- a) Zero Inventory concept.
- b) JIT inventory control.
- c) Vendor Managed Inventory.
- d) Bill of Materials.
- e) Responsibility for inventory management.

* * *

Total No. of Questions : 7]

[Total No. of Pages : 1

P1378

[3675] - 308

M.B.A.

INTERNATIONAL MARKETING

(IB Specialisation)

(Sem. - III) (2008 Pattern) (303F)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Discuss the merits and demerits of various market entry strategies adopted by the International Organizations.

Q2) What are the driving forces and restraining forces of International Marketing? Discuss with examples.

Q3) What are the steps involved in Exporting Process? Briefly describe the export documents required.

Q4) Explain the political, economic and legal environment challenges of International Marketing.

Q5) “In going abroad, step cautiously”. Which risks are involved in International Marketing? How best one can avoid the risks?

Q6) Write explanatory notes on Any Two :

- a) Objectives of International Marketing.
- b) Export Promotion Councils.
- c) Global Marketing Mix.

Q7) Explain the importance of ‘Planning Process’ while entering International Market.



Total No. of Questions : 8]

[Total No. of Pages : 1

P1379

[3675] - 318

M.B.A.

SUPPLY CHAIN & LOGISTICS MANAGEMENT

Production & Materials Specialization

(305-D) (Sem. - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is supply chain revolution? Discuss the factors responsible for the revolution and explain the challenges to supply chain management of 21st century.

- Q2)** a) Describe work of logistics.
b) Suggest a framework for developing logistics strategy.

Q3) Explain the nature of procurement-manufacturing-logistics interface that exist in manufacturing organization. State salient features of international sourcing.

Q4) Discuss important considerations in supply chain information system design. State some of the IT applications for supply chain management.

Q5) Describe inventory management policies and practices to cope with uncertainty in demand.

Q6) Describe ware housing operations from logistics perspective with suitable example. State the factors to be considered while taking decision on capacity and number of ware houses.

- Q7)** a) Describe content and purposes of any two documents used in transport of goods.
b) Explain the role of protective packaging in efficient material handling.

- Q8)** Write notes on any two of the following :
- a) E commerce advantages for supply chain management.
 - b) Management of supply chain relationship.
 - c) Sales & operations planning.
 - d) Customer accomodation.



Total No. of Questions : 6]

[Total No. of Pages : 1

P1380

[3675] - 413

M.B.A.

**407 - E : STRATEGIC HUMAN RESOURCE
MANAGEMENT**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Q.No. 1 is compulsory.*
- 2) Answer any three from remaining questions.*
- 3) Marks a - right-indicate total marks for that question.*

Q1) a) Define strategy. Explain concepts of Vision, Mission and Objectives. [10]

b) Explain levels of strategy formulation. [15]

Q2) Explain in detail any three Reward and compensation strategies. [15]

Q3) Explain strategic importance of 360 degrees feedback. [15]

Q4) Explain in detail competency Mapping. [15]

Q5) Explain Human issues in Mergers and Acquisitions. [15]

Q6) Write short notes on any three : [15]

- a) Entry of female employees in the work force.*
- b) Flexitime.*
- c) Multi-skilling.*
- d) Learning organisation.*



Total No. of Questions : 7]

[Total No. of Pages : 2

P1381

[3679] - 28

MMS/MBS

OOD CONCEPTS AND BASIC JAVA
MBS - COMPUTER SPECIALIZATION
(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 is compulsory.*
- 2) *Solve any five from remaining.*

Q1) a) Solve the following : [10]

- i) What is Java?
- ii) Which is a default thread?
- iii) How super keyword is used?
- iv) List out methods of Mouse Listener.
- v) What is <param>? tag?

b) i) Write program to generate following output [10]

```
5
5 4
5 4 3
5 4 3 2
5 4 3 2 1
```

- ii) Write program to accept 10 elements in an array and sort the array in descending order. Display sorted array.

Q2) Write applet application that will display two panels. On one panel accept two wheeler vehicle details like company name, brand name, capacity (in CC), disk breaks (Y/N), gear (Y/N), cost. Accept the details of 5 vehicle and show accepted details in a tabular form on another panel after clicking “show” button. [10]

Q3) Write an application to accept name on command line and display “Hello <user name>, How are you”. If no parameter is passed on command line generate user defined exception “NoParameterPassedException”. [10]

Q4) Define class called Computer. Define subclasses of Computer called desk top and laptop. Accept details of 3 categories. Show accepted information by overriding display method (Define at least three attributes in each class. Assume suitable data). [10]

P.T.O.

Q5) Write program to create following threads. **[10]**

- a) To print squares of first 25 natural numbers.
- b) To print 50 terms of fibonacci series (0, 0, 1, 2, 3, 5, 8, 13,).

Q6) Design one class called Item with attributes Itemed, Description, Unit of measure, Balance quantity, Price. Design subclass of Item class as Item Trn with fields TrnQuantity, Trn Type (could be Issue or receipt). Store details of 5 items. Write an application that will match itemcodes and display current quantity available and the cost of quantity along with all the details of Items. **[10]**

Q7) Write notes on (Any 2) : **[10]**

- a) Thread synchronization.
- b) User defined Package.
- c) Interfaces.

