[4275] - 305

M.B.A.

COMPUTER MANAGEMENT SPECIALISATION - I

303 - C : Software Engineering

(2008 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks :70*

Instructions to the candidates:
1) *Question Number 1 & 7 is compulsory.*
2) *Attempt <u>any four</u> from the remaining.*
3) *Write down the assumptions clearly (if any)*

Q1) World cup - 2011 Record System :   **[15]**

The system will give to user, a brief but sufficient information about world cup 2011 held in India. This will real feast for those who love cricket & like to read numeric information personal records. For example, if user want to know information about total runs sport by particular player then he will select proper menu. Also system will give user all most breaking news happened during world cup period about cricket included all banning & record breaks.
a) Draw ERD.
b) Draw contex level diagram.
c) Draw any two report layouts.

Q2) Explain different stages of SDLC cycle.   **[10]**

Q3) What is system? Explain different types of systems.   **[10]**

Q4) A XYZ company is offering certain discount on the total amount of purchase. If the purchasing amount is more than 5000 & the customer is making the payment within 5 days & then company offers 5% discount on invoice. If the purchase amount is between 3000 to 5000 & the customer is making the payment within 5 days then company offers 3% discount. If the amount is less than 3000 & the customer is making the payment within 5 days. Then no discount offered and customer has to pay full amount. If customer is not able to pay within 5 days then no discount is given.   **[10]**
a) Draw Decision Tree.
b) Draw Decision Table.

P.T.O.

Q5) Explain the different fact finding techniques in detail. **[10]**

Q6) Define quality. Why quality assurance is important. **[10]**

Q7) Write short notes on : (Any 3) **[15]**
    a)   De-normalization.
    b)   CASE Tools.
    c)   4 GL
    d)   Batch Processing.

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[4275] - 306

M.B.A.

PRODUCTION & METERIALS MANAGEMENT SPECIALIZATION - I

303D : Inventory Management & Materials Requirements Planning

(2008 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks :70*

Instructions to the candidates:
   1) All questions carry equal marks.
   2) Attempt any five questions.

Q1) Define inventory. Explain various costs associated with inventory and the behaviour of such costs.

Q2) How does effective inventory management directly impact profitability, customer satisfaction & competitive advantage?

Q3) With reference to any service organisation of your choice explain the strategies to increase inventory turns and to reduce throughput time.

Q4) Compare and contrast fixed order versus fixed interval systems and enumerate their advantages & limitations.

Q5) What is economic batch quantity? ACE limited produces a component that has an average daily demand of 500 units. The production rate is 4,000 units per day. The setup cost for each production run is Rs. 490 and it requires 4 days of equipment time. The company works for 250 days a year. The carrying cost per annum is Rs. 7 per day. Find the optimum production run quantity.

Q6) Explain the concepts of JIT & Zero Inventory. What are the practical difficulties, in Indian context, in achieving them?

Q7) Write short notes on any two :
   a) BOM
   b) Make or Buy Decisions
   c) MRP II

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[4275] - 307
M.B.A.
HRM SPECIALISATION - I
303 - E : Labour Laws - I
(2008 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) Question number one is compulsory.

2) Attempt any three questions out of remaining questions.

3) Marks are assigned against each question.

Q1) a) What are the duties and responsibilities of Factory Inspector under the Factories Act 1948.   **[15]**

b) State the provisions regarding daily and weekly hours of work in Theatres and other places of entertainments. under Bombay shops and Establishments Act.   **[10]**

Q2) a) Discuss the concept of set-on and set-off under payment of Bonus Act.   **[10]**

b) State provisions about eligibility for Bonus under payment of Bonus Act.   **[5]**

Q3) Write authorised deductions under payment of wages Act. What are the consequences if unauthorised deductions are made from wages and salary of employees under payment of wages Act.   **[15]**

Q4) State how minimum wages are fixed by Appropriate authority. Can wages in kind be included in minimum wages? Give reasons.   **[15]**

Q5) Write provisions regarding the welfare and Health measures under the contract Labour (Regulation and Abolition) Act 1970.   **[15]**

Q6) Write notes on <u>any three</u> :   **[15]**

    a)   Eligibility of gratuity under payment of gratuity Act 1972.

    b)   Minimum and Maximum Bonus under Payment of Bonus Act 1965

    c)   Role of welfare officer under the Factories Act.

    d)   Role of Advisory Boards and committees under Minimum wages Act 1948.

    e)   Creche under Factories Act 1948.

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[4275] - 316

M.B.A.

FINANCIAL MANAGEMENT SPECIALIZATION - III

305 - B : Advanced Financial Services

(2008 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1)   Attempt any five questions.

2)   All questions carry equal marks.

Q1) Outline the main elements of the organization of the Indian financial system during the 1951 - mid eighties phase. What were its major weaknesses?

Q2) What is the Reform process in capital markets-before and after the formation and setting up of SEBI?

Q3) "A stock market is commonly regarded as a barometer of business conditions in the economy". -Elucidate. Also explain the organization pattern of Stock Exchanges in India.

Q4) What are the Regulatory Guidelines for Take-Overs including Legal Framework?

Q5) What is the impact of the introduction of commercial paper in India in the business of commercial banks?

Q6) What do you mean by credit rating? Analyze the important features of credit rating business in India.

Q7) Write short notes on the following (in relation to SEBI's Stock Watch System) :

    a)   Databases,

    b)   Alerts,

    c)   Parameters for Alert Generation,

    d)   Mark to market Margin.

Q8) Write short notes (any three) :

    a)   Book Building

    b)   ECBs

    c)   Housing Finance

    d)   Share Lending scheme

    e)   ADR

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[4275] - 303

M.B.A.

MARKETING MANAGEMENT SPECIALISATION - I

303-A : Marketing Research

(2008 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks :70*

Instructions to the candidates:

    1)   *Q.No. 7 is compulsory.*

    2)   *Attempt any <u>four</u> questions out of the remaining.*

    3)   *Use of electronic calculator is allowed.*

    4)   *Figures in bold on right hand side indicate full marks.*

Q1) Discuss focus group method, for collecting primary data. Describe the role of moderator in conducting the focus group discussion. **[14]**

Q2) What is experimental design? Describe different types of experiments. What are the sources of errors in an experiment. **[14]**

Q3) Design a questionnaire to collect data from 2- wheeler owners regarding their satisfaction of after sales service offered by the 2- wheeler dealer. **[14]**

Q4) What is secondary data? Discuss advantages and disadvantages of it. Explain syndicated services, offered by the market research organisation. **[14]**

Q5) Write short note on : (Any two) **[14]**

    a)   Factor Analysis

    b)   Likert Scaling

    c)   Test Marketing

Q6) In a survey, data was collected about the choice of a mobile handset brand among the males and females. **[14]**

Choice of Brand	Males	Females	
Nokia	30	40	70
Samsung	50	20	70
LG	40	20	60
Total	120	80	200

Marketers are interested in knowing whether there is any association between choice of handset and gender. Use chi square test to find this out. Given value of chi square = 5.991 for 2 d.f at 0.05 level of significance.

Q7) With the increasing disposable income the life style, of the urban youths is changing. They require different places to 'hang out' and socialise. This has helped the multiplex industry. This industry not only offers movies but host of food courts, gaming zones. A multi national chain of multiplex is planning to enter and start a multiplex in your city. It has entrusted you with carrying out a research to find out customer's expectations from the multiplex.

a) Prepare a research proposal to be submitted to the organisation. **[9]**

b) What sampling technique would be appropriate for this project. **[5]**

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[4275] - 403

M.B.A.

403 : CURRENT TRENDS IN MANAGEMENT

(2008 Pattern) (Semester - IV)

Time : 3 Hours] *[Max. Marks :70*

Instructions to the candidates:

1) *Answer any five questions.*

2) *All questions carry equal marks (14 each).*

Q1) Define knowledge management. How are organisations benefited from implementation of KM practices?

Q2) Explain the process of six sigma implementation. Do you think organisations can improve operational efficiency with six sigma? Explain.

Q3) Discuss the Mergers and Acquisitions, that took place in Indian business in recent past. Bring out the detailed steps in finalisation of deal.

Q4) "IT enabled services are here to stay". Analyse the statement in light of KPO services offered in India.

Q5) What are critical success factors for world class manufacturing? Can Indian industries complete with developed countries in this respect?

Q6) What is corporate Governance? How is it important for shareholders confidence?

Q7) Write short notes on (Any two) [7 marks each]

    a) e - learning

    b) BPO & KPO

    c) Lean manufacturing

Q8) Differentiate between TPM initiatives and TQM initiatives in Manufacturing Organisation.

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[4275] - 414
M.B.A.
HUMAN RESOURCE MANAGEMENT SPECIALISATION - V
405 E : Labour Laws - II
(2008 Pattern) (Semester - IV)

Time : 3 Hours] *[Max. Marks :70*

Instructions to the candidates:

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

Q1) Define Industrial Dispute under the Industrial Disputes Act 1947. How does it come into existance.

Q2) Quote any five unfair labour practices under the Maharashtra recognition of trade union and prevention of unfair labour practices Act 1971.

Q3) State the procedure of conducting Domestic Enquiry under the Industrial Employment (Standing orders) Act 1946.

Q4) Discuss the various medical benefits under the Employees' State Insurance Act 1948.

Q5) What are the circumstances in which the Employer is not liable to pay compensation for injury caused to a workman under workmen compensation Act.

Q6) Who is an "Excluded Employee" under the Employees' Provident Fund Act 1952. What are the wage parameters to decide an employee as "Exempted Employee" under E.P.F. Act 1952.

P.T.O.

Q7) Write short notes on <u>any two</u> :

    a)   Illegal Strike under I.D. Act 1947.

    b)   Maternity Benefits under the maternity benefits Act 1961.

    c)   Lay-off under the I.D. Act.

    d)   Suspension under Industrial Employment (standing orders) Act.

    e)   "Act of force" as unfair labour practice and M.R.T.U. and P.U.L.P. Act 1971.

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[4275] - 418

M.B.A.

COMPUTER MANAGEMENT SPECIALIZATION - VI

406 C : Business Applications

(2008 Pattern) (Semester - IV)

Time : 3 Hours]   *[Max. Marks :70*

Instructions to the candidates:

1)   Q.No. 1 and Q.No. 6 are compulsory.

2)   Attempt any three from remaining.

3)   State your assumptions clearly.

Q1) Explain in detail the process of payroll system with the help of following:**[20]**

    a)   Context level diagram.   b)   ER diagram.

    c)   Table layout.   d)   Pay slip layout.

Q2) Discuss the importance of ratio and expense analysis in financial accounting.

    [10]

Q3) Explain sales budgeting in detail.   **[10]**

Q4) Explain material requirement planning (MRP) in detail.   **[10]**

Q5) Discuss how to maintain inventory of medicines and consumables in a Hospital.   **[10]**

Q6) Write short notes on any four :   **[20]**

    a)   Services of hotel.

    b)   Internet banking.

    c)   Sub-contracting in manufacturing process.

    d)   Bill of material (BOM).

    e)   Preparation of Quotation.

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[4275] - 65

M.B.A.

HRM SPECIALISATION

408 E : Labour Laws and Other Laws

(2005 Pattern) (Sem. - IV) (Elective - VIII)

Time : 3 Hours]   *[Max. Marks :70*

Instructions to the candidates:

   1)   Attempt any five questions.

   2)   All questions carry equal marks.

Q1) State the role of principal Employer under Contract Labour (Regulation and Abolition) Act 1970.

Q2) Discuss the importance and procedure of observing principles of Natural Justice during Domestic Enquiry.

Q3) What is the procedure of getting an establishment registered under the Shops and Establishment Act?

Q4) What is the procedure for obtaining a licence under the Contract Labour (Regulation and Abolition) Act 1970?

Q5) Discuss the procedure of paying tax deduction at source under Income Tax Act.

Q6) State any five misconducts under the Industrial Employment (Standing orders) Act 1946.

P.T.O.

Q7) Write short notes on <u>any two</u> :

    a)   Domestic enquiry.

    b)   Habitual misconduct.

    c)   Licencing contractors.

    d)   Powers of Inspectors under shops and establishment Act.

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[4275]-101
M.B.A.
101 : ORGANISATIONAL BEHAVIOUR & PRINCIPLES AND PRACTICES OF MANAGEMENT
(Semester - I) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:
  1) *Attempt any five questions.*
  2) *All questions carry equal marks.*

Q1) Define organisational Behaviour. Explain the scope, importance and fundamental concept of organisational behaviour.

Q2) What is Planning? Explain the nature, importance and steps of planning.

Q3) Explain and compare the theories of motivation given by A. Maslow and F. Herzberg.

Q4) What is controlling? Explain the types and techniques of controlling.

Q5) Define Stress. Explain the causes of stress and strategies to manage the stress.

Q6) What is organising? Explain the concept of delegation of authority and span of control.

Q7) Write short notes :- (Any two)
  a) Management by objectives.
  b) Theories of group formation.
  c) Conflict management.
  d) Models of organisational Behaviour.
  e) Transactional Analysis.

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[4275]-102
M.B.A.
102 : Management Accounting
(2008 Pattern) (Sem. - I)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   *Question No. 1 is compulsory and carries 10 marks.*

    2)   *Attempt any two questions from each section and carries 15 marks.*

    3)   *Use of simple calculator is allowed.*

Q1) Explain the term 'cost of labour turnover', and mention any two methods for measuring the same.

SECTION - I

Q2) What do you mean by 'Management Accounting'? State the users interested in Management Accounting. Distinguish between 'Management Accounting' and 'Financial Accounting'.

Q3) Explain the various stages involved in the movement of materials in regards to manufacturing company.

Q4) Explain in detail the classification of overheads. Describe the accounting treatment provided for under or over absorbed overheads.

Q5) Explain the following in maximum seven sentences. (any three)

    a)   Is depreciation a cost?

    b)   Duel aspect concept.

    c)   Cash discount and Trade discount.

    d)   Limitations of standard costing.

SECTION - II

Q6) From the following Trial Balance of Ganesh Company, prepare Trading Account, Profit & Loss Account and Balance Sheet as on 31 March 2011.

Particulars	Debit balance Rs.	Credit balance Rs.
Ganesh's Capital		2,00,000
Land & Building	87,000	
Plant & Machinery	17,500	
Goodwill	20,000	
Ganesh's Drawings	22,600	
Cash in hand	1,795	
Stock on 1st April 2010	27,000	
Wages	10,000	
Purchases	69,000	
Carriage Inward	600	
Traveler's commission & expenses	6,000	
Insurance premium	2,000	
Motor	3,000	
Carriage Outward	1,400	
Sales		84,000
Salaries	5,000	
Bank charges	105	
Reserve for Doubtful Debts		1,500
Debtors	20,000	
Creditors		7,500
	2,93,000	**2,93,000**

The following adjustments are to be considered :

a) Closing stock was valued at market price Rs. 46,000 and as per book Rs. 48,000.

b) Insurance premium amounting to be Rs. 800 is prepaid.

c) Outstanding salaries amount to Rs. 1,000.

d) Depreciate Plant & Machinery @ 10 percent and Motor @ 20 percent.

e) Create a Reserve for Doubtful Debts at 10 percent on Debtors.

Q7) The following data of costing information related to commodity 'A' for the year ending 31st March, 2012.

	Rs.
Purchase of raw materials	48,000
Direct wages	40,000
Stock on 1st April 2011 of raw materials and	8,000
Of finished goods (1600 quintals)	6,400
Stock on 31st March, 2012 of raw materials and	8,800
Of finished goods (3200 quintals)	
Works on cost	16,800
WIP 1st April 2011	1,920
WIP 31st March 2012	6,400
Office and administrative overheads	3,200
Sales	1,20,000

Advertising, discount allowed and selling cost is Rs. 0.40 per quintal. During the year 25,600 quintals of commodity were produced.

Prepare a cost sheet stating prime cost, works cost, cost of production, cost of sales and profit made during the period.

Q8) Rs. 36,000 and Rs. 4,80,000 are the amounts of profit and sales respectively for the year of 2010. During 2011, the sales increased by 80,000 and the profit increased by Rs. 16,000/-

Calculate :
a) Profit/volume ratio.
b) Find out amount of sales to earn profit of Rs. 2,00,000.
c) Sales at BEP.

Q9) Manufacturing Company is presently working at 50% capacity, producing and selling 1,000 units of product. You are required to find out the profits the concern will make by working at 60% and 80% capacity.

At 50% capacity, the selling price is Rs. 200 per unit. Whereas the product cost is Rs. 160 as given below.

Materials cost	Rs. 80
Direct wages	Rs. 30
Factory overheads	Rs. 30 (of which 60% is variable)
Selling and administrative overheads	Rs. 20 (of which 50% is fixed)

At 60% capacity, material prices go up by 10 percent and selling price reduced by 5 percent.

At 80% capacity, there is increase in labour cost by 10 percent and variable factory overheads go up by Rs. 2 per unit. The variable selling and administrative overheads increase by Re. 1 per unit, the other costs and selling price remain unchanged as at 60%

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[4275]-103
M.B.A.
103 : MANAGERIAL ECONOMICS
(Semester - I) (2008 Pattern)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1) *Attempt any 5 questions.*
2) *All questions carry equal marks.*
3) *Draw suitable diagrams.*

Q1) Do you think that Managerial Economics is useful in business decision making? Substantiate with examples.

Q2) What are the objectives and need for demand forecasting? Explain any two methods of it.

Q3) Explain the economies and diseconomies of scale.

Q4) State the conditions of equilibrium of a firm. How a firm attains equilibrium in the short run under perfect competition?

Q5) a) Discuss various types of costs.
       b) What are the methods of cost reduction and cost control.

Q6) Explain various tools of government intervention in the market.

Q7) Write notes on (any two)
       a) Concept of Marginal Analysis.
       b) Features of Oligopoly
       c) Law of Supply
       d) Break Even Analysis.

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M.B.A.
104 : STATISTICAL AND QUANTITATIVE METHODS
(Semester - I) (2008 Pattern)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1) *Solve any two questions from section - I and any two questions from section - II.*
2) *Use of electronic calculator and statistical tables are allowed.*
3) *Graph paper will not be provided, draw all graphs and sketchs on answer paper.*

SECTION - I

Q1) a) Find out the mean, median and mode in the following series.   **[6]**

Size (above)	0	5	10	15	20	25	30
Frequency	38	37	35	25	21	11	2

   b) Compute the mean deviation from the median and mean for the following distribution of the scores of 50 college students.   **[6]**

Score	140-150	150-160	160-170	170-180	180-190	190-200
Frequency	4	6	10	10	9	3

   c) Calculate standard deviation for average life of a particular brand of T.V. sets.   **[5]**

life (in years)	0-2	2-4	4-6	6-8	8-10	10-12
No. of sets	5	16	13	7	5	4

Q2) a) Agarment manufactuer was interested in predicting the annual maintenance cost of sewing machines based on the age of machine. A sample of 10 machines revealed the following ages and maintenance costs during the previous year.

Machine	Age (years)	cost (Rs.)
A	9	40
B	4	12
C	2	08
D	8	27
E	4	15
F	5	17
G	1	05
H	3	10
I	6	25
J	8	31

Determine regression equation of cost of maintenance over age in years. Estimate the maintenance cost in Rs. If age of the machine is 10 years. **[9]**

b) Calculate the quartile deviation and the coefficient of quartile deviation for the data given below : **[8]**

Income (Rs.)	less than 50	50-70	70-90	90-110	110-130	130-150	above 150
No. of persons	54	100	140	300	230	125	51

Q3) a) An automobile insurance company has found from past records that the chance of paying off on a policy during a year is just 0.1% 500 new policies were issued in the last month. What is a chance that during the next year there will be **[6]**
   i) No claim
   ii) Exactly one claim
   iii) Atleast one claim amongst one of these 500 hundred clients.
   [Given $e^{-0.5} = 0.6065$]

b) Find the association between intelligence and income groups if in a sample of 500 children, 200 came from higher income group and the rest from lower income group. The number of intelligent children in these groups respectively were 25 and 100. **[6]**

c) It has been found that 80% of all the tourist who visit India visit Delhi, 70% of them visit mumbai and 60% of them visit both. What is the probability that a tourist will visit atleast one city? Also find the probability that he will visit neither city. **[5]**

SECTION - II

Q4) a) A manufactuer of furniture makes two products, chair and tables. The manufacturing of these two products is done on two machines A & B. A chair requires two hours on machine A & six hours on machine B - A table requires five hours on machine A & three hours on machine B.
   Profits from a chair is Rs. 20 /- and from table is Rs. 50 /-. Machine A is available for 50 hours and machine B is available for 54 hours in a week. Solve the problem graphically to maximise the profit if not more than 9 tables are to be produced. **[9]**

b) A company has one surplus truck in each of the cities, A, B, C, D, and E and one deficit truck in each of the cities 1, 2, 3, 4, 5 and 6. The distance between the cities in kilometer is shown in the matrix. Find the assignment of trucks from cities in surplus to cities in deficit so that the total distance covered by vechicles is minimum. **[9]**

	1	2	3	4	5	6
A	12	10	15	22	18	8
B	10	18	25	15	16	12
C	11	10	3	8	5	9
D	6	14	10	13	13	12
E	8	12	11	7	13	10

Q5) a) Find optimal solution to the following transportation problem in which the cells contain the transportation cost in rupees. **[9]**

	W_1	W_2	W_3	W_4	W_5	Available
F_1	7	6	4	5	9	40
F_2	8	5	6	7	8	30
F_3	6	8	9	6	5	20
F_4	5	7	7	8	6	10
Required	30	30	15	20	5	

b) A tailor specialises in ladies dresses. The number of customers approaching the tailor appear to be Poisson with a mean of 6 customers per hour. The tailor attends the customer on first come first serve basis and customers wait if the need be. The tailor can attend customer at an average rate of 10 customers per hour with the service time exponentially distributed. Calculate **[9]**

i) Utilization probability.

ii) Probability that queue - system is idle.

iii) Average time tailor is free on a 10 hours working day.

iv) Expected number of customers in the shop.

v) Average waiting time of customers in queue before service.

Q6) a) Payoffs of three acts X, Y, Z and the states of nature of L, M, N are given below. **[6]**

State of Nature	Acts		
	X	Y	Z
L	– 20	– 50	200
M	200	–100	50
N	400	600	300

The probabilities of the states of nature are 0.3, 0.4 & 0.3 respectively. Calculate VPI for the above data.

b) Modern Bakery keeps the stock of the popular brand cake. Previous experience indicates the daily demand as given below. **[6]**

Daily demand	0	10	20	30	40	50
Probability	0.02	0.19	0.16	0.45	0.13	0.05

Estimate average balance stock if the owner of the bakery decides to make 30 cakes every day. Use following random numbers.

47, 88, 15, 91, 57, 67, 11, 54, 60, 89

c) Solve the game **[6]**

$$
\begin{array}{c c}
 & \begin{array}{c c} B_1 & B_2 \end{array} \\
\begin{array}{c} A_1 \\ A_2 \\ A_3 \end{array} &
\begin{bmatrix} 28 & 0 \\ 2 & 12 \\ 4 & 7 \end{bmatrix}
\end{array}
$$

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[4275]-105

M.B.A.

105 : LEGAL ASPECTS OF BUSINESS

(Semester - I) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

1) *Solve any 5 out of 7 questions.*
2) *All questions carry equal marks.*

Q1) What do you mean by capacity to contracts? Explain the law regarding the Minor's agreements. **[14]**

Q2) "Explain the various types of Company Meetings under the companies Act, 1956 **[14]**

Q3) Explain the process of obtaining digital signature certificate. **[14]**

Q4) Elaborate the redressal procedure under the Consumer Protection Act, 1986. **[14]**

Q5) Who is an 'unpaid seller'? Explain the rights & privileges of unpaid seller under the sale of Goods Act. **[14]**

Q6) Explain the need & importance of patents & copy rights in modern global business scenario. **[14]**

Q7) Write short notes (Any 2) **[14]**

a) Certificate of incorporation

b) Agency by Estoppel

c) Consideration

d) Auction sale

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[4275]-106
M.B.A.
106 : BASICS OF MARKETING
(Semester - I) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:
1) *Attempt any five questions out of the following.*
2) *All questions carry equal marks.*

Q1) What is market Segmentation? What are the bases of segmenting the Tooth Paste Consumer market?

Q2) Why does marketers need to scan Micro and Macro environment? Does it help in taking marketing decisions? Justify your answer with suitable example.

Q3) Explain the core concept of marketing with suitable example. Explain the various approaches to Marketing.

Q4) What is common and uncommon between consumer and organization market? Explain with suitable examples.

Q5) What are Seven P's of marketing Mix? Explain it's significance with relevant examples.

Q6) Write short notes on any two.
   a) Marketing control process.
   b) Contents of marketing Plan.
   c) Marketing organization.
   d) Product Positioning.

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[4275]-201

M.B.A.

201 : MARKETING MANAGEMENT

(Semester - II) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

1) Attempt any five questions out of the following.

2) All questions carry equal marks.

Q1) What is Product? Explain the various classifications of the products with suitable examples.

Q2) What are the characteristics and strategies involved at various stages of Product life cycle?

Q3) How is Price different than other Marketing mix elements. Explain the Process of Price formulation.

Q4) What is the channel of distribution? Explain the functions and flows of channels?

Q5) What is Promotion Mix? Explain the process of communication Process.

Q6) What are the additional three P's of Marketing mix? How it is managed by service organization? Explain with suitable examples.

Q7) Write short notes : (Any Two)

a) Stages in Launching a New Product.

b) Brand Decisions.

c) Trends in Packaging.

d) Advertising.

◆◆◆◆

P1275

[4275]-203

M.B.A.

203 : HUMAN RESOURCE MANAGEMENT

(Semester - II) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:
1) *Question number Q 7 is compulsory.*
2) *Attempt any four from Q 1 to Q 6.*
3) *All questions carry equal marks.*

Q1) Explain the roles & responsibilities of an HR manager. **[14]**

Q2) Define succession planning and steps involved in succession planning.**[14]**

Q3) What are the various methods of performance appraisal. Explain any two modern methods of appraisal in detail. **[14]**

Q4) Do you think collective bargaining helps in avoiding disputes. Explain with importance of collective bargaining in organisation. **[14]**

Q5) Discuss the concept of job Description, Job enlargement, Job enrichment & job rotation. **[14]**

Q6) "Compensation management plays a vital role in various aspects of HRM". Discuss. **[14]**

Q7) Write short notes on : (any 2) **[14]**
   a) Job description.
   b) MBO
   c) Rating errors.
   d) Quality circle.

♦♦♦♦

[4275]-204

M.B.A.

204 : MANUFACTURING & OPERATION MANAGEMENT

(Semester - II) (2008 Pattern)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

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

Q1) a) State & BRIEFLY explain the functions and objectives of manufacturing Management. **[8]**

b) What are the contributions made by F.W. Taylor and Adam Smith in the development of Management? **[6]**

Q2) a) What are the costs of machine breakdown? **[6]**

b) In what way is the Preventive Maintenance useful? How is the PM planned?**[8]**

Q3) Following are the activities of a project.

Activity	Immediate Predecessor Activity	Activity time in weeks		
		Most Optimistic	Most Likely	Most Pessimistic
A	None	4	7	13
B	A	6	9	11
C	A	5	7	09
D	B	3	5	07
E	C	7	8	10
F	D	2	3	05
G	E	6	7	08
H	F & G	2	3	04

a) Calculate the expected time of each activity. **[3]**

b) Draw the network and indicate the expected time on each activity. **[7]**

c) Compute the earliest completion time of the project. **[2]**

d) Identify the critical path in the diagram. **[2]**

Q4) a) Distinguish between inspection and Quality Control. **[6]**

b) What is acceptance sampling? Explain the terms Producer's risk and Consumer's risk? **[8]**

Q5) a) State and explain the two functions in which work study is divided **[4]**

b) Explain the following

  i) Man Machine Chart **[6]**

  ii) Standard Time and Normal Time **[4]**

Q6) a) Define and explain Routing & Scheduling in Production Planning. **[8]**

b) Briefly explain various types of scheduling. **[6]**

Q7) Describe the factors that are RELEVANT to the selection of site for

a) Cement factory. **[7]**

b) Milk Dairy. **[7]**

Q8) Write short notes on any TWO : **[14]**

a) Process Flow Chart.

b) Spare Parts maintenance.

c) Despatching in production CONTROL

d) Control Charts in Q.C.

◆◆◆◆

[4275]-205

M.B.A.

205 : MATERIALS AND LOGISTICS MANAGEMENT

(Semester - II) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Define the term "Materials Management". Discuss the scope and state the importance of materials management.

Q2) a) What is meant by third party and fourth party logistics.

b) Discuss the obstacles a firm's supply chain has to face in achieving the strategic fit.

Q3) What is selective inventory control? Name the various types of selective inventory control techniques and explain any two types in detail.

Q4) What is "Material requirement planning"? Discuss the various inputs and outputs of MRP system and also state potential benefits of MRP.

Q5) a) What are the barriers for world wide sourcing? What approaches are used to overcome these barriers?

b) Enumerate the major functions of purchase department.

Q6) What is meant by "location of stores"? Discuss the basic factors that must be taken into account to determine the best location for stores.

Q7) Write short notes (any two) :-

a) Codification

b) Value analysis & value engineering

c) Functions of material handling

d) EOQ model.

♦♦♦♦

[4275]-206

M.B.A.

206 : Management Information System

(2008 Pattern) (Semester - II)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) *Q.No. 1 and 7 are compulsory.*
2) *Solve any four questions from remaining.*
3) *Figures to the right indicates full marks.*

Q1) Draw report layout for the following and elaborate the use of these reports in the process of decision making. **[15]**
   a) Pending purchase orders (supplier wise).
   b) Goods Receive Note.
   c) Area wise - Item wise Inquiry.

Q2) Differentiate between MIS and DSS. How DSS is supportive for MIS in any organisation. **[10]**

Q3) Explain the IT capabilities and their impact on Managerial Activities / Roles. **[10]**

Q4) What is Artificial Intelligence? Differentiate between conventional system and expert system. **[10]**

Q5) What do you mean by Quality and Quality Assurance? Why information quality assurance is required? Explain the management role in Quality Assurance. **[10]**

Q6) Explain the prototyping model of information system development. **[10]**

Q7) Write short notes on : [any three] **[15]**
   a) Network Topologies.
   b) Data Mining.
   c) Types of Information.
   d) Herbert Simon's Model.
   e) Intellectual Property Right.

◆◆◆◆

[4275]-301

M.B.A.

(301) : BUSINESS POLICY AND STRATEGIC MANAGEMENT

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

   1)   Question 7 is compulsory.

   2)   Attempt any four questions from Question 1 to 6.

Q1) Explain the significance of Business Level Strategies and Product Port Folio Strategies.

Q2) "Environmental Appraisal and Analysis of Current Business Activities would be helpful to a business firm in diversification decision making". Discuss with example.

Q3) Discuss atleast Three initiatives taken by Indian organizations to adopt digitalization strategies successfully.

Q4) How does a strategist perceive the organizational structure that would be fit for internalisation strategies? Describe.

Q5) What is the predominant thinking presently, regarding the social responsibility of business? Discuss the role of Top Management in this context.

Q6) Write short notes on :

   a)   Mintzerbg's 5 Ps strategy.

   b)   GE 9 Cell.

   c)   Characteristics of strategic management.

   d)   Power and politics and strategy implementation.

Q7) CASE STUDY : (Compulsory Question) - enclosed.

CORPORATE RESTRUCTURING OF THE INDIAN RAILWAYS*

On 16 April 1853, a locomotive pulling 14 carriages and 400 people left what was then Bombay, to a 21 - gun salute, and shuttled to Thane, 34 km away.

P.T.O.

The journey took about 75 minutes. That was the way Indian Railways was born. Some estimates consider the Indian Railways as the world's largest commercial enterprise in terms of the number of employees.

Indian Railways is a departmental undertaking of the Government of India. The Central Ministry of Railways oversees the policy making for the Indian Railways and is headed by a union minister. There are some ministers of state holding specific responsibilities. The administration of Indian Railways is done through the Railway Board headed by a chairman and having six members.

There are 16 railway zones, each headed by a General Manager who reports to the Railway Board. The zones are divided into divisions under the control of divisional railway managers. There are 44 functional departments, including those of engineering, mechanical, electrical, signal and telecommunications, accounts, personnel and operating, commercial and safety branches. At the operational levels, there are station superintendents and station masters who control individual railway stations. Apart from the Indian Railways, the Ministry also has a number of public sector enterprises under its administrative control. There is an autonomous organisation called the Centre for Railway information System, dedicated to developing specialised application software for the railways.

The financial matters of the Indian Railways are dealt with through an elaborate system involving the parliament of India down to the accounts departments at the divisional headquarters. The Railway budget is presented every year and passed by both houses of the parliament. The budget is based on the expected traffic and the projected tariff and the funds required for the capital and revenue expenditure. Dividends are paid to the Central government on the capital invested. Indian Railways is subjected to the same audit control as other government ministries and departments.

The Indian Railways is Asia's largest and the world's second largest rail network under a single management. It is a multi - gauge, multi - traction system covering over 60,000 route kilometres, with 300 railway yards and 700 repair shops and covers most of the country's vast geographical spread. The rolling stock fleet of the Indian Railways comprises 7,566 locomotives. 37,840 coaches and 222 million freight wagons. With a workforce of around 1.4 million, it runs more than 11,000 trains daily.

The Indian Railways has evolved into a vertically integrated organisation. Various units are engaged in designing, manufacturing and maintaining the rolling stock, running institutions such as hospitals, schools, housing estates and hotels and catering. It issues licenses to a large number of uniformed porters and authorised hawkers. These are only some of the major activities that the Indian Railways perform.

There are many problems facing the Indian Railways. Among these, the major ones are :

- Cross - subsidisation of passenger and freight tariff
- High energy and fuel costs
- High accident rate
- Antiquated communication, safety and signalling equipment.
- Ageing infrastructure including rail tracks and bridges.
- High establishment and personnel costs.
- Emerging competition from low - cost airlines.

Many areas of the Indian Railways are in need of improvement. Several actions have been taken over the years that include :

- Upgrading technology, especially the application of IT
- Improving the quality of railway services.
- Production of better quality locomotives and coaches.
- Introduction of fast long - distance trains.
- Addition of value - added services such as introducing banking facilities on trains.

A Status Paper on the Indian Railways was issued in May 1998, followed by another in 2002. These status papers underlined issues confronting the Indian Railways and possible options. The Status Paper - 1998, for instance, focused on the strategies related to honing the marketing capability for bulk and non - bulk freight and passenger services, reducing operating costs, evolving a financial strategy, bringing about cultural change and addressed issues of concern in areas such as research and development and IT. Similarly, the status paper of 2002 presented several issues and posed several questions related to its functioning.

A report published in 2001 by a government appointed group chaired by Rakesh Mohan, now the deputy governor of Reserve Bank of India, called for a radical restructuring of the Indian Railways. The main thrust of its recommendations was on shedding the non - core activities such as catering and manufacturing not related to its main activities of passenger and freight transportation and becoming a focussed organisation.

Freight has been the key revenue earner for Indian Railways. The target for 2007 - 8 is at 785 million tonnes. The market share of freight traffic had been on the decline over the last few decades, owing to improvements in road infrastructure. To arrest this decline, it became imperative to : enhance customer responsiveness through cargo visibility and information dissemination, reduce operating expenses and improve asset utilisation. In

order to achieve these aims, the Indian Railways installed a computerised Freight Operations information System, with the assistance of CMC Limited.

There is much hype around the financial turnaround of the Indian Railways. Here, the major achievements have been in the areas of improved freight and passenger earnings, gross traffic revenue, higher cash surplus, higher net revenue, better operating ratio and return on capital. For instance, the Indian Railways is proud of its achievements in terms of an above 78 percent operating ratio and a 20 percent return on capital in 2006 - 2007.

Overall, the Indian Railways have benefited from several managerial initiatives taken over the recent past, such as corporatisation of many of its activities and hiving off, separate companies to perform functions performed in - house earlier. For example, the Indian Railways Catering and Tourism Corporation took over the non - core activities of catering while Rail Tel Corporation was formed to create the optic fibre network for communications. Another subtle manner of change seems to be the creeping nature of privatisation of non - core services and adoption of modern business methods of marketing and human resource management to improve operational efficiency. These seem to be working though critics say that the increase in the general economic activity and overloading of wagons is the cause of this improved short - term performance.

Certain inherent issues have become a part of the Indian Railways heritage. Among these are : overdependence on freight business, much of freight business arising from a select few commodities, passenger traffic being concentrated in low yield suburban traffic and high density of traffic in the certain areas coupled with under - utilised assets and facilities in others. The fundamental issues of the dilemma whether Indian Railways is an organisation in the nature of a public utility, designed to discharge social obligations, or is it a commercial organisation for which financial performance and operational efficiency are imperative still remain.[23]

Questions
a) Comment on the steps taken to reduce the extent of vertical integration at the Indian Railways. Suggest a few more measures that could be taken.
b) Discuss the measures taken for corporate restructuring of the Indian Railways. In your opinion, are these adequate for dealing with the problems faced? Why?
c) Propose the basic elements of a corporate turnaround for the Indian Railways.

♦♦♦♦

[4275]-302
M.B.A.
302 : MANAGEMENT CONTROL SYSTEMS
(Semester - III) (2008 Pattern)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1) *Q.No. 7 is compulsory.*
2) *Attempt any 4 questions from Q.No. 1 to Q.No. 6.*
3) *All questions carry equal marks.*

Q1) What do you understand by management control system? Discuss the process of development of MCS in an organisation.

Q2) What do you mean by responsibility center? Do responsibility center really help in exercising effective management control? Give your answer with suitable examples of atleast two responsibility centers.

Q3) Discuss Budgetary control as a management performance measurement tool.

Q4) "Balance Score card is a management control system in itself rather than a measurement system". Discuss the same with the help of suitable examples.

Q5) a) What are the differences in the nature of control in services & manufacturing industry.
b) Describe management control applied to commercial Bank.

Q6) Write short notes on (any 2)
a) Functions of Controller.
b) EVA Vs ROI
c) Management Audit Vs Statutory Audit
d) Internal Rate of Return.

Q7) Division 'P' of a company has a production capacity of 1,00,000 units of a component and can sell 75,000 units to the external market. The following particulars of Div. 'P' are available :

Fixed cost	-	Rs. 10,00,000
Variable cost	-	Rs. 50 per unit
Assets Employed	-	Rs. 20,00,000

P.T.O.

External selling prices are determined to get a return of 25% on assets employed.

Div. 'Q' of the company can process 25,000 units and are willing to accept 25,000 units from Div. P at Rs. 58 only whereas Div. P want to supply at Rs. 66 per unit.

If Div. P produces 75,000 units, the fixed cost reduce by Rs. 2,00,000 and employed assets by Rs. 4,00,000

Suggest the manager of Div. P about the proposal, if the divisional performance is measured on the basis of 'rate of return on assets employed'.

♦♦♦♦

M.B.A.

FINANCIAL MANAGEMENT SPECIALIZATION - I

303(B) : Advanced Financial Management

(Semester - III) (2005 and 2008 Pattern)

Time : 3 Hours] *[Max. Marks : 70*

Instructions to the candidates:

1) *Q.No. 1 is compulsory and carries 18 marks.*
2) *Attempt any four from the rest.*
3) *Use of simple calculator is allowed.*

Q1) a) "Working Capital is like blood pressure too high of it is fatal, too low of it is collapse". Do you agree with the statement? Support your answer with necessary reasoning and examples.

b) Respond to the following comments : "I like the IRR rule. I can use it to rank projects without having to specify a discount rate".

c) Here is a limerick :

There once was a man named Carruthers,
Who kept cows with miraculous udders.
He said, "Isn't this neat?
They give cream from one teat,
And skim milk from each of the others!"

What is the analogy between Mr. Carruthers's cows and firms' financing decisions? What would MM's proposition I, suitably adapted, say about the value of Mr. Carruthers's cows? Explain.

Q2) What is the difference between stock price maximization, firm value maximization and stockholder wealth maximization?

Q3) You are provided with the following cash flows on a project :

Year	Cash Flow to Firm
0	Rs. - 10,000,000
1	Rs. 4,000,000
2	Rs. 5,000,000
3	Rs. 6,000,000

Calculate the net present value profile for this project. What is the Internal Rate of Return? If this firm had a cost of capital of 10% and a cost of equity of 15%, would you accept this project?

P.T.O.

Q4) Prepare funds either cash flow statement from the following information :

Liabilities	2010	2011	Assets	2010	2011
Equity share capital	300000	400000	Good Will	100000	80000
8% redeemable Preference Shares	150000	100000	Preliminary Expenses	15000	10000
Capital Reserves	0	20000	Plant	80000	200000
General Reserves	40000	50000	Investment	20000	30000
P & L A/C	30000	48000	Sundry Debtors	140000	170000
Proposed Dividend	42000	50000	Stock	77000	109000
Sundry Creditors	25000	47000	Bills Receivable	20000	30000
Bills Payable	20000	16000	Cash in Hand	15000	10000
Liability for Expenses	30000	36000	Cash at Bank	10000	8000
Provision for Taxation	40000	50000	Land and Building	200000	170000
Total	**677000**	**817000**	**Total**	**677000**	**817000**

Additional Information :

a) A piece of land has been sold in 2011 and the profit on sale has been credited to capital reserve. Depreciation charged on the buildings during the year is Rs. 5000. No additions under this head during the year.

b) A machine was sold for Rs. 10,000. The written down value of the machine was Rs. 12,000. Depreciation of Rs. 10,000 is charged on plant in 2010.

c) The investments are trade investments. Rs. 3000 by way of dividends is received including Rs. 1000 from pre - acquisition profit, which has been credited to investment account.

d) An interim dividend of Rs. 20,000 has been paid in 2010.

Q5) Write note on any two :

a) Disclosure of Accounting Policies.

b) Accounting for Depreciation.

c) Accounting Standards and Indian GAAP.

Q6) Solve the following :

a) Calculate EVA with the help of the following information of Shree Ltd :
Financial leverage - 1.4 times, Capital structure :- equity capital Rs. 170 lakhs, reserves and surplus - Rs. 130 lakhs, 10% debentures - Rs. 400 lakhs. Cost of equity – 17.5%, income tax rate - 30%

b) A company expects a net operating income of Rs. 1,00,000 it has Rs. 5,00,000, 6% debentures. The overall capitalization rate is 10%. Calculate the value of the firm and the equity capitalization rate according to the Net Operating Income Approach.

Q7) A Proforma cost-sheet of a company provides the following particulars :-

Elements of Cost	Amount per Unit
Materials	50%
Direct Labour	10%
Overheads	10%

The following further particulars are available :-

a) It is proposed to maintain a level of activity of 1,00,000 units.

b) Selling price is Rs. 10 per unit.

c) Raw materials are expected to be in the stores for an average of 2 months.

d) Materials will be in process, on an average of one month.

e) Finished goods are required to be in stock for an average of 2 months.

f) Credit allowed to debtors is three months.

g) Credit allowed by suppliers is two months.

You are required to calculate working capital need of a firm.

◆◆◆◆

[4275]-311
M.B.A.
COMPUTER MANAGEMENT SPECIALISATION - II
304C : Relational Database and Management System
(2008 Pattern) (Semester - III)

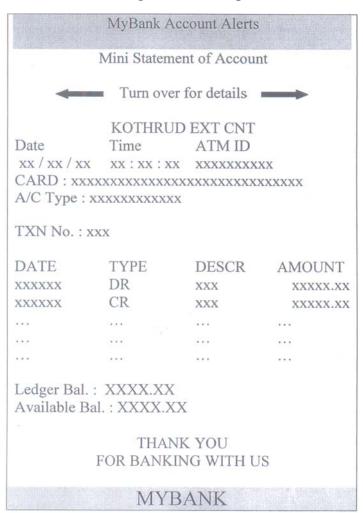*Time : 3 Hours]*   *[Max. Marks : 70*

Instructions to the candidates:
1) *State your assumptions clearly wherever necessary.*
2) *Q.1 is compulsory.*
3) *Solve any 5 questions from Q.2 to Q.7*
4) *Figures to the right indicate full marks.*

Q1) Attempt the following :

    a)   Normalize the following document upto 3 NF.   **[15]**

```
          MyBank Account Alerts

         Mini Statement of Account

      ◄───  Turn over for details  ───►

            KOTHRUD EXT CNT
Date          Time        ATM ID
 xx / xx / xx   xx : xx : xx   xxxxxxxxxx
CARD : xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
A/C Type : xxxxxxxxxxxx

TXN No. : xxx

DATE          TYPE        DESCR       AMOUNT
xxxxxx        DR          xxx         xxxxx.xx
xxxxxx        CR          xxx         xxxxx.xx
...           ...         ...         ...
...           ...         ...         ...
...           ...         ...         ...

Ledger Bal. :  XXXX.XX
Available Bal. : XXXX.XX

            THANK YOU
       FOR BANKING WITH US

            MYBANK
```

    b)   What do you mean by **modification anomalies?**   **[5]**

Q2) Explain in detail advantages of Relational Model over Network and Hierarchical Model. **[10]**

Q3) Write a detail note on SQL VIEW with example of Read Only and Updatable View. **[10]**

Q4) a) Explain with example any 3 mathematical SQL functions. **[6]**

b) Explain with example DECODE function in SQL **[4]**

Q5) Explain any 5 CODD's Rules, Also describe how ORACLE satisfies each of these rules. **[10]**

Q6) Write short notes on the following (Any 2) : **[10]**
   a) Aggregate Functions in SQL
   b) SQL Set Operators
   c) Database users
   d) Subquery

Q7) Write down SQL queries for the following :(Any 5) **[10]**
   Refer the following table structure :
   a) Student (PRN No., Name, Course, Inst _ code, Gender, BDate)
   b) Institute (InstCode, InstName, InstAdr, InstCity, Pincode, CenterNo)
   c) CenterAllotment (InstCode, PRNNo)
   i) Display Institute wise students' details in descending order.
   ii) Display the number of students allotted per institute.
   iii) Display the list of students from Pune city having course MBA or MCA.
   iv) Create a view to display student name, course, institute name and center no.
   v) Display gender wise number of students.
   vi) Display center wise list of students with Institute's name and city.
   vii) Display name and birth date of the student where birth date should be in the format Month, Day e.g. if birth date is 11 - Aug - 1972 display as August, 11.

◆◆◆◆

[4275]-313

M.B.A.

HUMAN RESOURCE MANAGEMENT SPECIALISATION - II

304 - E : Industrial Relations

(2008 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   *Answer any five questions.*

    2)   *All questions carry equal marks.*

Q1)   Explain IR and elaborate any two approaches to IR.

Q2)   Explain role of trade unions in general.

Q3)   Explain Industrial Dispute. What are the effects of Industrial. Dispute.

Q4)   What is collective bargaining. What are pre - requisites for success of collective bargaining.

Q5)   Explain various forms of workers participation in management.

Q6)   Explain salient features of model standing orders.

Q7)   Write short notes on any two.

    a)   Actors in IR.

    b)   Role of works committees and conciliation officers.

    c)   Alternates to collective bargaining.

    d)   Industry - definition and meaning.

♦♦♦♦

[4275] - 32
M.B.A.
(302) : MANAGEMENT CONTROL SYSTEM
(2005 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   *Q.No.7 is compulsory.*

    2)   *Attempt any four questions from Q.No.1 to Q.No.6.*

    3)   *All questions carry equal marks.*

Q1) Discuss the concept of management control system. State and discuss the distinguishing characteristics of management control system.

Q2) Distinguish between strategic planning, management control and operational control.

Q3) What is 'responsibility centre'? State and elaborate various types of responsibility centres.

Q4) 'Capital Budgeting' is one of the important tools for management control systems", Comment.

Q5) Compare MCS in manufacturing organisation vis-a-vis service organisation. Elaborate your answer with suitable examples.

Q6) Write short notes on (any two):

    a)   Financial audit v/s cost audit.

    b)   Balanced scorecard.

    c)   Long Range Planning.

    d)   Functions of controller.

P.T.O.

Q7) ABC corporation manufactures and sells three products namely 'A', 'B' & 'C' following information is available.

Particulars	A	B	C
Quantity (units)	15000	30000	40000
Unit selling price	20	15	35
Unit variable cost	17	9	28

Total Annual fixed cost is Rs. 3,40,000, when these costs are apportioned on the basis of total quantity, Product 'A' shows a loss of Re. 1 per unit.

You are required to advice the management regarding.

a) Should Product 'A' be discontinued?

b) If Product 'A' is discontinued, how many more units of product 'B' should be sold to maintain the same amount of aggregate profit?

c) If Profit of Rs.3 per unit is desired on product 'A' what should be the selling price?

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[4275] - 37
M.B.A .
HR SPECIALISATION
303 - E : Labour Laws
(2005 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1) *Q.No.1 is compulsory.*
2) *Attempt any three questions out of remaining questions.*
3) *Marks are indicated against each question.*

Q1) a) Discuss safety measures under Factories Act 1948. **[15]**

       b) Discuss the provisions under Payment of Bonus Act for the entitlement of bonus to an employee. **[10]**

Q2) What are the consequences if the strike is declared as illegal strike by labour court. Quote provisions laid down in I.D. Act. **[15]**

Q3) Discuss the provisions contained in payment of gratuity act regarding eligibility for gratuity under which grounds employee becomes disentitled for gratuity.
[15]

Q4) What are the duties and responsibilities of a recognised Trade Union under M.R.T.U. and P.U.L.P. Act, while handling strike. **[15]**

Q5) Define wages under the payment of Wages Act. Discuss any three authorised deductions under the payment of Wages Act. **[15]**

Q6) Write short notes on <u>any three</u>: **[15]**
       a) Duties and responsibilities of a welfare officer under Factories Act.
       b) Calculation of retrenchment compensation under I.D. Act.
       c) Concept of set-on and set-off under payment of Bonus Act.
       d) Forefeiture of gratuity.
       e) Objectives of minimum wages.
       f) Medical benefit under ESI Act.

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[4275] - 38
M.B.A.
304A : INTEGRATED MARKETING COMMUNICATION
(2005 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

1) *Attempt any 3 questions from Q.1 to Q.4.*
2) *Q.5 is compulsory.*
3) *Q.1 to Q.4 carries 20 marks each and Q.5 carries 10 marks.*
4) *Figures to the right indicate marks.*

Q1) "Advertising is an important tool of IMC". Explain. **[20]**

Q2) Explain in detail the necessity of incontaining good "Government Relation", "Media Relations" and "Community Relations". **[20]**

Q3) Define Advertising copy. Explain different elements of advertising copy in detail. **[20]**

Q4) Define Sales Promotion. Discuss the various techniques of Sales Promotion. **[20]**

Q5) Write short note on (any 2): **[10]**

a) AIDA model.

b) Media Schedule.

c) Personal selling.

❀ ❀ ❀

[4275] - 40
M.B.A.
304 C : RELATIONAL DATABASE MANAGEMENT SYSTEM
(2005 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) *State your assumptions clearly wherever necessary.*
2) *Q. 1 is compulsory.*
3) *Solve any 5 questions from Q.2 to Q.7.*
4) *Figures to right indicate marks.*

Q1) Normalize the following upto 3 NF.   **[20]**

Good evening <User name>

Order History
   Home > Manage My Business > Track Orders > My Orders

View Orders:

  ○   Order Number [ ]

  ○   Order Type   [-------- Select -------- ▼]

  ◉   Month Range   From Month [Feb - 2011 ▼] To Month [Mar - 2011 ▼]

Order Display Results :

Order No.	Order Date	Order Status	Total Price	Order Type
xxxxx	xx / xx / xxxx	In progress / Shipped / Cancelled	xxxxx.xx	Phone / Web / Counter
.....	.....	.....	.....	.....
.....	.....	.....	.....	.....
.....	.....	.....	.....	.....
		Total:	xxxxx.xx	

Summary:
Total Cancelled Orders :   xxx
Total Pending Orders :   xxx
Total Shipped Orders :   xxx
Total Orders   :   xxx

Q2) Explain any 5 aggregate functions with example. **[10]**

Q3) Describe Codd's Rules. **[10]**

Q4) a) Differentiate between HDM and RDM. **[5]**

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

Q5) a) Explain views in SQL. **[5]**

b) Explain Subquery. **[5]**

Q6) Write short notes on the following (any 2): **[10]**

a) String functions in SQL.

b) ACID properties.

c) DCL.

d) Database Administrator.

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

(Refer EMP and DEPT table of ORACLE)

a) Display department wise employee details.

b) Display the employees whose salary is more than average salary of all employees.

c) Display the details of employee who draws highest salary.

d) Display names of employees in descending order.

e) Display emp no, emp name, dept no and department name.

f) Display all the employees whose appointment is in the month of January.

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[4275] - 41
M.B.A.

PRODUCTION AND MATERIALS MANAGEMENT SPECIALIZATION
304-D : Quality Management
(2005 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   *Attempt any five questions.*

    2)   *All questions carry equal marks i.e. 14 each.*

Q1) Explain the concept of Quality. Describe the components of costs associated with Quality.

Q2) Elaborate the principles given by Dr. Deming and Ishikawa in the field of quality management.

Q3) State the meaning of acceptance sampling. Discuss in details elements of operating characteristics (OC) curve.

Q4) Discuss the role of leadership and organization culture in effective implementation of TQM in an organization.

Q5) Discuss; how does leadership and organization culture influence quality in an organization?

Q6) Explain the concepts and components of reliability. What are the different methods of achieving higher reliability?

Q7) Describe with example concept and application of Ishikawa Fishbone Diagram and Pareto Analysis.

Q8) Write short note on <u>any two</u> of the following:

    a)   Quality audit.

    b)   Acceptance sampling.

    c)   Quality awards.

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[4275] - 42
M.B.A.
HR SPECIALISATION
304 E : Industrial Relations
(2005 Pattern) (Semester - III)

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 I.R. Explain its importance in detail.

Q2) Explain concept of Collective Bargaining. What are salient features of Collective Bargaining.

Q3) Define Trade Union. Explain weaknesses of Trade Unions in India.

Q4) Explain advantages of workers' participation in management in detail.

Q5) What are roles and responsibilities of Trade Unions?

Q6) Explain impact of Globalization on Industrial Relations.

Q7) Write short notes on any two:

    a)   Factors affecting IR.

    b)   Politicalization of Trade Unions.

    c)   Alternates to collective bargaining.

    d)   Works Commitee.

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[4275] - 43
M.B.A.
305A : Distribution and Retail Management
(2005 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

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

SECTION - I

Q1) "Managing physical distribution involves balancing distribution costs against acceptable level of customer service and satisfaction". Explain.

Q2) Explain the role, importance and functions of wholesalers.

Q3) Discuss the concept and significance of supply chain management.

SECTION - II

Q4) Define Retail Management. Explain types of Retailing.

Q5) Discuss the future of "Organised Retailing" in Indian market.

Q6) Describe how Floor Space is managed and how in-store promotions/events are managed.

Q7) Write short notes (any 2):
   a) Role of IT in retailing.
   b) Retail Communication Mix.
   c) Store Location.
   d) Store Layout.

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[4275] - 44

M.B.A.

FINANCE SPECIALISATION

305B : Merchant Banking and Financial Services

(2005 Pattern) (Semester - III)

Time : 3 Hours] *[Max. Marks : 70*

Instructions to the candidates:

    1) *Attempt <u>any five</u> questions.*

    2) *All questions carry <u>equal</u> marks.*

Q1) State the importance, constituents and features of Indian capital market.

Q2) Examine the current trends in the stock markets in India.

Q3) What are the objectives of the establishment of SEBI? How has it used its powers to achieve these objectives?

Q4) Explain the role of mutual funds. Why and how are they regulated by SEBI?

Q5) Describe the salient features of various money market instruments.

Q6) What is merchant banking? Give a detailed account of issue management function of merchant bankers.

Q7) Explain various types of factoring, its procedure and benefits.

Q8) Write notes on <u>any two</u> of the following:

    a)   Rolling settlements.

    b)   Credit Rating.

    c)   Share buy-back.

    d)   Growth of plastic money in India.

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[4275] - 46

M.B.A.

PRODUCTION AND MATERIALS SPECIALISATION

305-D : Production Planning and Control

(2005 Pattern) (Semester - III) (Elective - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

    1)   Attempt any five questions.

    2)   All questions carry equal marks.

Q1) "Production planning & control helps to improve the utilisation of resources". Explain with functions.

Q2) How PPC deals with other departments of the organisation for achieving its goals?

Q3) Explain the implementation of PPC in any two manufacturing methods.

Q4) a)   Explain the objectives of PPC.

    b)   What are the various documents to be prepared at various stages in PPC?

Q5) Explain the concept of flexible manufacturing system with suitable example. Give advantages & disadvantages of it.

Q6) What is the importance of expediting function of PPC? What actions should be taken to avoid the delay in delivery schedules?

Q7) Write short notes (any two):

    a)   Aggregate planning.

    b)   Gantt chart.

    c)   Rough cut planning.

    d)   Optional functions of PPC.

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[4275] – 47

M.B.A.

HUMAN RESOURCE MANAGEMENT SPECIALIZATION

305-E : Personnel Administration - Application & Procedure
(Elective - III) (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) Define Personnel Administration & explain how it is different from Personnel Management. State the importance of personnel administration.

Q2) Draft a show cause memo for riotous behaviour on the premises of establishment.

Q3) Explain personnel audit. State its importance and contents of personnel file.

Q4) a)   Calculate minimum & maximum bonus of an employee.

         Basic + D.A. = Rs. 25,000/-p.a.

     b)   Calculate Gratuity.

         Basic + D.A. = Rs. 28,000/-.

         No. of years of service = 25 years.

Q5) Draft a transfer letter for an employee working as Sr. Technician in maintenance dept. He has to resume duty in Electrical Dept.

Q6) Short Notes (Any Two):

  a) Welfare measures as per factories act.

  b) T.D.S.

  c) Non - statutory welfare measures.

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[4275] - 48
M.B.A.
401 : Entrepreneurship Development and Project Management
(2005 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:
  1) *Q.1 is compulsory.*
  2) *Solve any three out of the remaining.*
  3) *Figures to the right indicate full marks.*

Q1) a) Distinguish between entrepreneur & entrepreneurship. **[10]**

  b) Explain the business planning process, in detail. **[15]**

Q2) Elaborate the factors responsible for emergence of entrepreneurship. **[15]**

Q3) Evaluate the role played by State Government in Indian Context to promote entrepreneurship development. **[15]**

Q4) Explain the role & problems of Women entrepreneurs, in detail. **[15]**

Q5) What are the strengths & weaknesses of small business with special reference to Indian economy? **[15]**

Q6) Define creativity. Discuss the process of creativity. **[15]**

Q7) Write short notes on (any three): **[15]**
  a) EDII.
  b) Attributes of an entrepreneur.
  c) Environmental Analysis.
  d) 4 pitfalls of Peter Drucker.
  e) IDBI.

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[4275] - 49
M.B.A.
(402) : INTERNATIONAL BUSINESS MANAGEMENT
(2005 Pattern) (Semester - IV)

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 questions from Section - I carries 15 marks and Section - II (Case Study) carries 25 marks.*

SECTION - I

Q1) What are the barriers to international trade? List and explain all the types of barriers to international trade.

Q2) Explain the globalization of markets. Analyse the steps taken by Indian government to globalize the economy.

Q3) Describe the dynamics of political instability and its relationship with political risk. Explain the procedure for Political Risk Analysis.

Q4) Explain the functions of WTO. Describe the dispute resolutions mechanism of WTO.

Q5) Short notes : Attempt any three:
   a) Exim Policy.
   b) International Monetary Fund.
   c) Asian Development Bank.
   d) European Union.
   e) TRIMs, TRIPs, GATs.

SECTION - II

Q6) **Case Study**

GENERAL MOTORS

Seven months after taking over as President of General Motors Asia Pacific Frederick Henderson came for a visit to India and announced, that his dream was to turn the world's biggest car manufacturer into the biggest car marketer in India.

GM. India is a very small player in India right now. It has a plant to produce 25,000 cars, but last fiscal sold only 8,473 cars.

It seems to be stuck in the slow lane in India. In what will be a first in the Indian automotive industry, GM. Plans to use its 21-year-old global alliance with Suzuki and a more recent one with Fiat to move into gear. What helps is that GM. Owns 20% stake in both the companies. Combined in India, their purchasing will soar over Rs.6,100 Cr a year, the dealership and service network will jump to 360, and make it an alliance with the widest range of passenger cars.

Apparently, the idea is to create an Indian version of the Global Alliance that the three already have. They can now develop new products, sale each other's cars in various market source components together and even enter into joint ventures. In India the alliance will form on the companies sharing each other's products, buying components together in order to cut both components and sourcing costs, working on the engines and transmissions together, and entering into cross branding agreements.

The Indian Automobile Industry is in for a big change. Under the new scheme of things, three players out of 12 players would, for all practical purposes, play the game as one. The Alliance could bring to India the World's largest car maker's vast portfolio of brands. And the volumes of Maruthi will give the alliance the leeway with vendors to source components cheap and expand markets through Maruthi's wide network. Fiat can help Maruthi with its quest for Diesel engines, for cars. GM. and Fiat auto plan to invest $ 100 million at Fiat's Ranjangaon facility in order to produce new models and power trains. The equally owned joint venture, details of which are being worked out could also become a global source of power trains for small and mid-sized cars. There is little reason to doubt the partnership rolling in India. The Asia - Pacific region is after all the fastest growing car market.

Ravi Khanna, country President and M.D. Delphi Automotive Systems (INDIA), Globally, the auto industry is now more agile as a result of consolidation. In India circumstances may be peculiar or unique. But the pattern can be seen quite clearly.

Questions;

1. Analyze the case from the Globalization point of view.

2. What opportunities do you see for Indian companies in this alliance?

3. How do you think other MNC's in this market will/should react to this development?

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[4275] - 50
M.B.A.
403 : CURRENT TRENDS IN MANAGEMENT
(2005 Pattern) (Semester - IV)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1) *Answer any five questions.*
2) *All questions carry equal marks (14 each).*

Q1) Explain the process of knowledge management, with block diagram.

Q2) "Six sigma creats a problem solving organisation". Discuss, explain six sigma infrastructure in detail.

Q3) Track different Merger's & Acquisition in Indian Corporate in recent past. Accrue benefits organisations achieved in it.

Q4) Business process outsourcing is single source of earning Scarce for exchange reserves. Comment in view of recent rise of BPO & KPO sector in India.

Q5) Explain benefits of lean Manufacturing? How JIT helps in getting efficient production in manufacturing industry?

Q6) "Corporates owe it's duty to society" elaborate CSR initiatives taken by different organisations.

Q7) Write short note (Any Two):
a) e-learning.
b) Bench marking.
c) Sarbanes - Oxley Act of 2002.

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[4275] - 51
M.B.A.
MARKETING MANAGEMENT SPECIALISATION
404A : Services Marketing
(2005 Pattern) (Semester - IV) (Elective - IV)

Time : 3 Hours] *[Max. Marks : 70*
Instructions to the candidates:
1) *Solve any 5 questions.*
2) *All questions carry equal marks.*

Q1) Explain following models:
   a) PZB Gaps model.
   b) SERVQUAL model.

Q2) Discuss 7P's of services marketing with examples.

Q3) 'Segmentation, Targeting and Positioning are key factors in services marketing'. Discuss.

Q4) Explain the Promotion Mix of Services.

Q5) Describe various characteristics of services and explain importance of services marketing in current economic scenario.

Q6) a) Compare Goods & Services.
      b) Role of People in Services.

Q7) Write short notes (any Two):
   a) Service Encounter.
   b) e-services.
   c) Role of IT in Relationship Marketing of Services.
   d) Services capes.

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[4275] - 53

M.B.A.

COMPUTER SPECIALISATION

404-C : OOD Concepts & Java Programming

(2005 Pattern) (Semester - IV) (Elective - IV)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

   1)   *Question No. 1 is compulsory.*

   2)   *Solve any five from remaining.*

Q1) Solve the following: **[20]**

   a)   Which of the following is illegal? Justify.

      i)   int i = + 12;

      ii)   float f = 449.055;

      iii)   double d = 332.599;

   b)   Trace the output of the following code:

```
class test { Public static void main (string args[])
    {system.out.println (3+4+ "my Roll number");
    }  }
```

   c)   Trace the output of the following code:

```
Public class xxx {
    Public void final xxx ( )
        { final int  i = 200;
        system.out.println (i);
        }
    }
```

P.T.O.

d) If any class extends thread which of the following methods must be overridden?

    i)   start ( )   ii) run ( ) ;

    iii) begin ( ) ;   iv) resume ( ) ;

e) Which of the following is a valid method declaration? Justify.

    i)   void method { }

    ii) void method 2 ( ) { }

    iii) void method 3 (void) { }

    iv) method 4 ( ) { }

Q2) What is Listener class? Explain with example the functioning of Listener. **[10]**

Q3) Write multithreaded program which displays moving text "welcome to PUNE" on an applet. **[10]**

Q4) Write a program in Java to read the text file characters and convert it into upper case and copy it into another file. **[10]**

Q5) Accept number from command line. Print the number and throw your own defined - Number - Exception if number is Prime. **[10]**

Q6) a) Which method is to be overridden, when you extend thread class or implement runnable interface? **[5]**

    b) Differentiate : Class and Interface. **[5]**

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

    a) Access method.

    b) Polymorphism.

    c) Vector and Hash Table.

    d) Applet life cycle.

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[4275] - 55
M.B.A.
HRM SPECIALIZATION
404-E : Labour Welfare
(2005 Pattern) (Sem. - IV) (Elective - IV)

Time : 3 Hours]   *[Max. Marks : 70*
Instructions to the candidates:
    1)   ***Q.No.1 is compulsory.***
    2)   ***Attempt any three questions from the remaining questions.***
    3)   ***Figures to the right indicate full marks.***

Q1) a) State the principles of Labour Welfare. **[10]**

    b) State clearly different theories of Labour Welfare. **[15]**

Q2) Explain statutory welfare amenities as per plantation Act 1951 and Motor Transport Act. **[15]**

Q3) Explain relationship between Mental and Industrial health. **[15]**

Q4) Explain role of Government and Management in improving labour welfare in industrial organisation. **[15]**

Q5) State and explain the objectives of workers participation in management. What are the constraints in implementing WPM. **[15]**

Q6) Write short notes on (Any three): **[15]**
    a) Welfare & ethics.
    b) Social Security.
    c) ILC.
    d) Industrial Social Work.
    e) Productivity & Welfare.

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[4275] - 56
M.B.A.
MARKETING MANAGEMENT SPECIALIZATION
407A : Marketing Strategy & Relationship Marketing
(2005 Pattern) (Semester - IV) (Elective - VII)

Time : 3 Hours]   *[Max. Marks : 70*
Instructions to the candidates:
1) *Attempt any five questions.*
2) *All questions carry equal marks i.e. 14 each.*

Q1) Present an overview of marketing strategy in relation with corporate vision, mission and objectives.

Q2) Which competitive strategy will you build for Tata Nano Car as a marketing Manager?

Q3) How businessmen deal with 'Strategic uncertainty"? How an environmental analysis is done for it?

Q4) Critically analyze the role of Information Technology (IT) in CRM.

Q5) "Competitive advantage and brand position gets strengthen through the differentiation strategy" Discuss with suitable examples.

Q6) By the way of 'Relationship marketing' how paradigm is shifted from routine to modern approach to marketing?

Q7) Explain in detail 'Customer Life Cycle'. How customers are attracted, retained and grown?

Q8) Write short note on <u>any two</u>:
a) e-marketing.
b) Stages in New Product development.
c) Mature Market.
d) Database Marketing.

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[4275] - 57
M.B.A.
FINANCE SPECIALIZATION
407-B : International Finance
(2005 Pattern) (Semester - IV) (Elective - VII)

Time : 3 Hours] *[Max. Marks : 70*
Instructions to the candidates:
1) *Attempt any five questions.*
2) *All questions carry equal marks.*

Q1) "Gold standard provides price stability and Balance of Payment adjustment". Discuss.

Q2) What do you mean by SDRs? Has its creation & allocation been able to improve international liquidity?

Q3) Explain the benefits of FDI to the host & home countries.

Q4) Elucidate the various instruments for export financing.

Q5) What are the characteristics of foreign exchange market? Explain the role of participants in foreign exchange market.

Q6) Discuss in detail 'External Commercial Borrowings'. Distinguish between ADR & GDR.

Q7) Write short notes (Any Two):
   a) FEMA.
   b) Exim Bank.
   c) Country Risk Analysis.

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[4275] - 58
M.B.A.
COMPUTER SPECIALIZATION
407-C : Project Management & IT Management
(2005 Pattern) (Semester - IV) (Elective - VII)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

    1)   *Question No. 1 is compulsory.*

    2)   *Solve any 3 questions from remaining.*

Q1) Describe the significance of PERT/CPM with an example.   **[10]**

Q2) a)   Explain Project Quality Management in detail.   **[10]**

    b)   Discuss the acquisition process for designing network and infrastructure.
    [10]

Q3) a)   Explain the different levels of CMM and its importance.   **[10]**

    b)   Explain COCOMO model with an example.   **[10]**

Q4) a)   Explain the selection and training process in IT HRM.   **[10]**

    b)   Explain the importance of documentation and its methods in SPM. **[10]**

Q5) Write short notes on (any 4):   **[20]**

    a)   SCM.

    b)   User Acceptance test.

    c)   Reileigh curve.

    d)   Design Review and Walkthrough.

    e)   Career Path Planning.

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[4275] - 59
M.B.A.
PRODUCTION AND MATERIALS SPECIALIZATION
407 (D) : Material Requirement Planning
(2005 Pattern) (Semester - IV) (Elective - VII)

Time : 3 Hours]   *[Max. Marks : 70*
Instructions to the candidates:
1) *Attempt any five questions.*
2) *All questions carry equal marks i.e. 14 each.*

Q1) State the concept of MRP. Explain the role of MRP system in meeting manufacturing objectives.

Q2) Describe the prerequisites for effective implementation of MRP system.

Q3) Define MRP. Why MRP system is considered to be superior to order point method of inventory control? Explain.

Q4) Discuss the issues involved in developing valid inputs in MRP system.

Q5) Discuss the managerial prerequisites and information prerequisites for effective implementation of MRP system.

Q6) Explain the effect of following on MRP system:
    a)   When frequent changes are made in MPS.
    b)   When changes in specification of a material are not communicated to vendor but bill of material file is updated.
    c)   When lot sizing rules are changed.

Q7) Write notes on any two of the following:
    a)   Output of MRP.
    b)   Regeneration and net change in MRP.
    c)   Safety stock considerations in MRP.
    d)   Future of MRP.

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[4275] - 60
M.B.A.
HUMAN RESOURCE MANAGEMENT SPECIALIZATION
407 (E) : Strategic Human Resource Management
(2005 Pattern) (Semester - IV) (Elective - VII)

Time : 3 Hours]   *[Max. Marks : 70*
Instructions to the candidates:
    1)   *Attempt any five questions.*
    2)   *All questions carry equal marks.*

Q1) Define the term 'Strategic HRM'. Explain its nature and scope.

Q2) Distinguish between vision, mission and objectives of business.

Q3) Define the term 'Headhunting' and explain its usefulness in present scenario.

Q4) What do you mean by Performance Management System? Explain 360 degree feedback.

Q5) Explain retrenchment strategies with reference to downsizing and VRs.

Q6) "Entry of female employee in the work force is achieving importance". Discuss.

Q7) Write Short Notes on any two:
    a)   Quality of work-life.
    b)   Virtual Organisations.
    c)   Power & Politics.
    d)   WTO.

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[4275] - 61
M.B.A.
MARKETING MANAGEMENT SPECIALIZATION
408 (A) : Product and Brand Management
(2005 Pattern) (Semester - IV) (Elective - VIII)

Time : 3 Hours]   *[Max. Marks : 70*
Instructions to the candidates:
  1) *Answer any five questions.*
  2) *All questions carry equal marks.*

Q1) Explain the importance of innovation with special reference to idea generation & screening techniques.

Q2) Companies need to change their product strategy as per the changes in the product life cycle. Justify your answer.

Q3) Discuss product Vs Brands. What are the challenges and opportunities for a brand.

Q4) Why Brand positioning & Brand building is necessary. Justify with suitable examples.

Q5) What is Co-branding? State the benefits of Co-branding.

Q6) What is Brand Extension. Discuss advantages & disadvantages of brand extension.

Q7) Write Short Notes (Any Two):
  a) Sales forecasting & planning for involvement in international market.
  b) Competitor analysis.
  c) Brand Image.
  d) Celebrity Endorsement.

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[4275] - 62
M.B.A.
FINANCE SPECIALIZATION
408 (B) : Strategic Financial Management
(2005 Pattern) (Semester - IV) (Elective - VIII)

Time : 3 Hours]   *[Max. Marks : 70*
Instructions to the candidates:
  1) *Solve any five questions out of given seven.*
  2) *All questions carry equal marks.*

Q1) Explain 'Voluntary Retirement scheme' and discuss it's financial implications on 'Strategic wage management'.   **[14]**

Q2) What are the reasons for managing business finances efficiently and state the functions of finance managers.   **[14]**

Q3) Explain the Nine 's' model of strategic financial management in detail. Also explain how Nine 's' model helps in successful strategic financial management of an organisation?   **[14]**

Q4) What is financial engineering? Discuss step by step approach to financial engineering. Give suitable examples.   **[14]**

Q5) Explain the need for 'valuation' of business with the help of suitable examples.   **[14]**

Q6) Mr. Kulkarni a finance manager asked by his directors to mis appropriate the books of accounts for tax evasion. He is also asked to not to disclose real profit of the company.

Mr. Kulkarni an honest professional finding it difficult to deal with management. Advice him to tackle the situation.   **[14]**

Q7) Mr. Nilamkumar is normally paid the following wages. Basic pay ₹ 10 per hour. Dearness allowance ₹ 5 per hour, Overtime wage ₹ 20 per hour. Productivity Bonus ₹ 20 per extra unit produced. Weekly bonus ₹ 20. He is entitled to one weekly holiday with payment (Basic + DA). He should work 8 hours per day and six days per week. He is expected to give 1 unit of product in 2 hours, as per the normal productivity norms. In actual fact he worked for 56 hours and gave an output of 30 units during the last week. **[14]**

Calculate: 1) Normal Wage Cost per unit.

2) Productive wages.

3) Overtime wage.

Advice the company which is best wage policy for a firm.

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[4275] - 63
M.B.A.
COMPUTER SPECIALIZATION
408 (C) : Business Applications of IT
(2005 Pattern) (Semester- IV) (Elective - VIII)

Time : 3 Hours]   *[Max. Marks : 70*
Instructions to the candidates:
   1)   *Q.No. 1 and Q.No. 6 are compulsory.*
   2)   *Attempt any three from the remaining.*
   3)   *State your assumptions clearly.*

Q1) A payroll system is to be designed for a Management Institute. Institute has more than 150 people working at various post. The system has to generate all mandetory reports and payslip. Design following for the above case.   **[20]**
   a)   Context level diagram.   b)   Entity relationship diagram.
   c)   Table layouts.   d)   Payslip.

Q2) What is BOM? Describe BOM processing with product configuration. **[10]**

Q3) Explain the importance of ratio analysis in Financial accounting. Also explain process of computerised financial ratios.   **[10]**

Q4) Design a patient registration form and also design table layout required for computerised hospital management.   **[10]**

Q5) Discuss the final bill settlement process for a Five Star Hotel.   **[10]**

Q6) Write Short Notes on (Any Four):   **[20]**
   a)   Internet banking.   b)   Material procurement.
   c)   Sales budgeting.   d)   Account receivables.
   e)   FIFO and LIFO.   f)   Leave accounting.

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[4275] - 64
M.B.A.
PRODUCTION AND MATERIALS SPECIALIZATION
408-D : Case Studies
(2005 Pattern) (Semester - IV) (Elective - VIII)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:

1) Answer any two cases.

2) Figures to the right indicate full marks.

3) Use of calculator is allowed.

Q1) Case - 1

Computerization of Hospital.

A work Sampling Study was performed on activity of the Nurses in a large hospital. The summary of the study is as under:

Sl No.	Activity	No.of observations
1.	Attending the patient	200
2.	Consulting with Doctors	50
3.	Working in the ward	90
4.	Doing paper work	170
5.	Reading Charts	40
6.	Talking to other Nurses	40
7.	Changing linen on beds	60
8.	Lunch/Tea/Rest	50
9.	TOTAL	700

1) How the above data can be used to help increase in productivity of Nurses?

2) The management of the Hospital plans to implement a software which would eliminate paperwork. By using software, Nurse's time would be better utilized. The software would cost Rs. 50,000 per month covering investment and operations expenses while nurse gets paid Rs. 3,000 a month. Value of her time utilized is put three times what their salary reflect should the hospital go for the software. **[35]**

P.T.O.

Q2) Case : 2

CASE : Davy Phosphorous Ltd.

Davy Phosphorous Ltd. (DPL) evaluates their suppliers on a weighted point plan. DPL uses only three factors in its evaluation - Quality, service and price. Suppliers are evaluated every 6 months. The weightages of these three factors are 50,25 and 25 respectively. In order to measure the supplier's performance in respect of each individual factor the criteria used for measurement is as under:

FACTOR	MEASUREMENT CRITERIA
Quality Performance	100%-%rejection
Service Performance	100%-7% for each failure
Price Performance	$\dfrac{\text{Lowest Price Offered}}{\text{Price Actually Paid}}$

The company has three suppliers of a material. Arul Chemicals, Bina Processes and Cushat Suppliers. Data on supply by three suppliers for past six months supply is as follows:

Arul Chemicals had three service failures, 4% rejection and had offered a price of 575 Rs/kg while lowest price offer was Rs. 500/kg.

Bina processes had 7% rejection, 2 service failures and had offered price of 550 Rs/kg.

Cushat Suppliers had 3% rejection in suppliers, five service failures and had offered price of 600 Rs/kg.

a)   Compute the evaluation of performance of the suppliers.

b)   Compare and interpret the performance evaluation data of supplier.

c)   What are the limitations of the system for vendor performance appraisal system?

d)   Suggest modified/different vendor appraisal system.

[35]

Q3) **CASE III**

Mr. Chopra, is a Materials Manager with Arctic India Limited, a medium sized engineering firm engaged in the manufacture of domestic appliances. Over the last few years, Mr. Chopra has developed very intimate relations with his suppliers. On the day of marriage of his sister, one of his old suppliers presented to him a costly gift, a Plasma TV. The policy regarding the gifts in the policy manual of the company reads, "Gifts beyond Rs. 1,000 should not be accepted". His plea with the supplier that he can't accept the gift makes the supplier snub him "Is Preeti only your sister. She is my sister as well. And I am giving this gift to my sister".

Mr. Chopra 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 a problem.

Questions:
a)   Is the policy on accepting gifts properly framed?
b)   What course of action on the part of Mr. Chopra would have prevented this?
c)   Analyze the situation and suggest the best course of action for Mr. Chopra to follow?

[35]

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[4275] - 420
M.B.A.
HUMAN RESOURCE MANAGEMENT SPECIALIZATION - VI
406 (E) : Strategic Human Resource Management
(2008 Pattern) (Semester - IV)

Time : 3 Hours]   *[Max. Marks : 70*
Instructions to the candidates:
    1)   *Attempt any five questions.*
    2)   *All questions carry equal marks.*

Q1) Explain the term strategic HRM. Elaborate the relationship of HR strategies with business strategies.

Q2) What do you understand by the term global environment? Explain the role of WTO in today's scenario.

Q3) Define the term employee empowerment. Elaborate its merits & demerits.

Q4) Explain the term VRS with its Pros. & Cons.

Q5) "It is remarked that personal values and business ethics has direct impact on morale of an individual" – Do you agree? Elaborate.

Q6) What are the different compensation strategies? Elaborate any one, in detail.

Q7) Write Short Notes on (Any Two):
    a)   Flexi Timing.
    b)   KRA.
    c)   On-line recruitment.
    d)   Power & Politics.

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[4275] - 310
M.B.A.
FINANCE MANAGEMENT SPECIALISATION - II
304 - B : Direct Taxation
(2005 & 2008 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates:
1)   Q.No.1 is compulsory. Attempt <u>ANY FOUR</u> from the rest.
2)   Use of electronic calculator is allowed.
3)   Figures to right indicate full marks.

Q1) a)   Write note on 'Residential Status' of an individual.

b)   Define 'Person', 'Assessment Year' and 'Previous Year'.

[10]

Q2) Discuss tax treatment of following items which have been debited to Profit and Loss Account of M/S STAR Ltd. for the year ending 31/03/2012.

a)   Penal Interest paid Rs. 5000 for late repayment of loan.

b)   Contribution to approved research association Rs. 50,000 for scientific research.

c)   Cash expenses paid Rs. 25,000 on promotion.

d)   Depreciation charged as per straight line method Rs. 65,000.

e)   Capital expenditure incurred Rs. 30,000 on advertisement.

[5 x 3 = 15]

Q3) Write short notes on <u>Any three</u>:   **[3 x 5 = 15]**

a)   Self Assessment.

b)   Tax Evasion Vs. Tax Avoidance.

c)   Any five income exempted from Income Tax.

d)   Total Income.

e)   Tax Deduction at Source.

P.T.O.

Q4) Mrs. X (aged 40 years) is working with a tyre manufacturing company and posted at Mumbai. She has received following payments during the financial year 2011-12 from her employer. **[15]**

Basic Salary	Rs. 60,000 per month
Dearness allowance	40% of basic salary
Education allowance for two childrens	Rs. 1000 per month
Transport allowance	Rs. 1200 per month
Profession tax deducted from her salary	Rs. 2,500

She is provided with rent free accommodation by the employer. Mrs. X has further furnished the following details:

a) Premium paid on life insurance policy Rs. 33,000 (sum assured Rs. 5,00,000).

b) Contribution to PPF Rs. 70,000.

c) Subscription to notified long term infrastructure bonds of Rs. 20,000 under section 80CCF.

d) Premium on mediclaim insurance policy Rs. 5,000.

Calculate Mrs. X's taxable income for f.y. 2011-12.

Q5) a) Mr. Ramesh is the owner of a house property. The particulars are as under for F.Y. 2011-12. **[10]**

Municipal valuation	Rs. 3,18,000
Fair Rent	Rs. 3,20,000
Standered Rent	Rs. 3,30,000
Rent received	Rs. 3,35,000

Expenses incurred by Mr. Ramesh are:

Municipal Taxes	Rs. 30,000
Repairs	Rs. 12,400
Interest on borrowed capital	Rs. 35,000

Calculate income from house property of Mr. Ramesh.

b) Mr. Arun an employee of ABC Ltd. Mumbai gets Rs. 5 Lacs as salary and Rs. 1 Lac by way of HRA for F.Y. 2011-12. It rent paid by him during the year is Rs. 1,20,000, find out amount of taxable HRA. **[5]**

Q6) a) Calculate Capital Gain in respect of following assets of Mr. A. **[10]**

Land

Cost of acquisition	20,000
Date of acquisition	1-10-1960
Fair Market value on 1st April 1981	45,000
Sale consideration	3,85,000
Date of sale	5/12/2012

Motor Car

WDV as on 1st April 2011	Rs. 80,000
Cost of acquisition	Rs.3,00,000
Date of acquisition	May 2007
Sale Consideration	Rs.1,00,000
Date of sale	February 2012

This car was a single car in the block of assets of Motor Car.

Relevent Cost Inflation Index

Year	Index
1981-82	100
2007-08	551
2011-12	785

b) Write brief note on exemptions from Capital Gains. **[5]**

Q7) a) Write a detailed note on 'set off and carry forward of losses". **[10]**

b) What are the provisions of taxable income and tax liability of company assessee under minimum alternate tax? **[5]**

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[4275] - 320
M.B.A.
IB SPECIALIZATION - III
305 - F: Environment & Global Competitiveness
(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 in detail Comparative Advantage theory of International Trade suggested by David Ricardo.

Q2) Briefly explain the different indicators of world competitiveness.

Q3) Elaborate various components of global business environment.

Q4) Explain competitive advantage theory of Michel Porter in detail.

Q5) What do you mean by Competitiveness? Explain its nature & scope in detail.

Q6) Short Notes (Any 2):
   a) G33.
   b) Commercial Geography.
   c) Factor Endowment.
   d) Borderless World Concept.

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[4275] - 317
M.B.A.
COMPUTER MANAGEMENT SPECIALISATION - III
305 - C : Visual Basic and Oracle
(2008 Pattern) (Semester - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates :

  1)   *All questions are compulsory.*
  2)   *Write your assumptions.*
  3)   *Figures to right indicate full marks.*

Q1) Consider the following table and solve the following queries (any five) :**[10]**

EMP (eno, ename, dob, job, gender, sal, deptno, city)
Dept (deptno, deptname)

  a) Display the list of employees who are working in sales dept.
  b) Increase the salary of all managers whose date of birth is before 15-Jan-1970.
  c) Display the list of employees whose salary is in between 5, 000 to 15, 000.
  d) Create a new table name as 'manager-details' from the table 'emp', in which all details of managers' should be reflected.
  e) Display the list of employees whose name start with character 'A'.
  f) Alter table emp to change ename from char to varchar-2 and width (30).

Q2) Write a program to calculate simple interest and compound interest, if P,N,R are given.   **[10]**

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

Write a program to add two numbers [system should ask for the values of number].

Q3) Write short note on following (any four) :   **[16]**

  a) Character function.
  b) Joins.
  c) Data types.
  d) Date functions.
  e) Set operators.

Q4) Explain the following properties (any five) :   **[10]**
  a) Style property of Combo box.
  b) Auto size property of label.
  c) Border style of label.
  d) Caption of command button.
  e) Value of check box.
  f) Pattern of file list box.

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

Q6) Write short notes on the following (any three) :   **[12]**
  a) Date functions in VB.
  b) Compare between list box and combo box control.
  c) DB combo box.
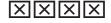 d) Select case statement.

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[4275] - 318

M.B.A.

PRODUCTION AND MATERIALS MANAGEMENT SPECIALISATIONS - III

305 - D : Supply Chain and Logistics Management

(2008 Pattern) (Sem. - III)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates :

    1)   *Answer any five questions.*

    2)   *All questions carry equal marks.*

Q1) Explain the concept of supply chain management and the challenges to supply chain management of 21st century.

Q2) Describe in brief elements of following :

    a) Customer accommodation.

    b) Work of Logistics.

Q3) Discuss a framework for supply chain information system design.

Q4) Describe inventory management practices and policies to make supply chain efficient.

Q5) a) Discuss in brief factors influencing transport rate.

    b) Describe warehousing operations from logistical perspective.

Q6) Discuss the role of packaging in increasing material handling efficiency.

Q7) a) State salient features of international sourcing.

    b) Discuss an outline for formulating logistics strategy.

Q8) a) Discuss the role of e commerce in managing supply chain.

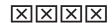   b) Explain the importance of customer accommodation for supply chain management.

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[4275] - 401

M.B.A.

401 : ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

(2008 Pattern) (Semester - IV)

Time : 3 Hours]   *[Max. Marks : 70*

Instructions to the candidates :

  1)   *Q. 1. is compulsory.*

  2)   *Solve any three from remaining.*

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

Q1) a) Explain in detail the process of venture capital funding.   **[15]**

  b) Discuss the social responsibility of an entrepreneur to various sections of society.   **[10]**

Q2) Trace the evolution of concept of entrepreneurship. Explain in detail difference between entrepreneur and intrapreneur.   **[15]**

Q3) Define SSI. What are the national level financial institution in India for providing financial assistance to SSI units.   **[15]**

Q4) Discuss objectives and functions of NIESBUD.   **[15]**

Q5) Explain briefly the social factors which influence the growth of entrepreneurship.   **[15]**

Q6) Distinguish between (any two) :   **[15]**

  a) Women Entrepreneurship and Rural Entrepreneurship.

  b) Entrepreneur and enterprise.

  c) Entrepreneur and Manager.

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[4275]-406
M.B.A
COMPUTER MANAGEMENT SPECIALIZATION - IV
404-C : Emerging Trends in IT
(2008 Pattern) (Semester - IV)

Time :3 Hours] *[Max. Marks :70*

Instructions to the candidates :

1) *Q.No.6 is compulsory.*
2) *Solve any four from Q1 to Q5.*
3) *Figures to the right indicate full marks.*

Q1) What is E-Commerce? Explain in detail various models of E-Commerce?**[15]**

Q2) Explain InterBanking, IntraBanking? Elaborate various E-Payment systems?
[15]

Q3) Explain Disaster Recovery Planning? **[15]**

Q4) What is E-logistics? Explain Supply Chain Management? **[15]**

Q5) What is Knowledge Management? What are its components? Explain kM Cycle? **[15]**

Q6) Write Short notes on (any 2) : **[10]**

a) E-CRM.

b) Digital Signature.

c) ATM.

d) ECS.

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[4275]-407
M.B.A
PRODUCTION AND MATERIALS MANAGEMENT
SPECIALIZATION - IV
404D: Operations Strategy
(2008 Pattern) (Semester - IV)

Time :3 Hours] *[Max. Marks :70*

Instructions to the candidates :

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

Q1) Explain the rationale of an operations strategy that seeks to increase the opportunity for use of technology by reducing variability in processing requirements.

Q2) Discuss the product design philosophy behind industrial design and design for manufacture and assembly. Which one do you think is more important in a customer focused product development?

Q3) Explain the importance of process selection in system design. Briefly describe the five types of processes and indicate the situations in which they would be used.

Q4) What are Porter's generic strategies? How do they affect operations decisions?

Q5) What tradeoffs are involved in shifting from a traditional operations system to a lean system for a –

a) Manufacturing firm.
b) Service firm.

Q6) Explain the relation between investments and Product life Cycle.

Q7) Explain in brief : (Any Two) :

a) Operations Management in the organizational chart.
b) Quality and Operations Strategy.
c) Operations and Corporate Strategy.

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[4275]-421

M.B.A.

INTERNATIONAL BUSINESS SPECIALIZATION - VI

406-F : International Financial Management

(2008 Pattern) (Semester - IV)

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 International Finance in economic growth of developing countries like India.

Q2) State & explain the concept of 'Hedging'. Discuss the various internal techniques of Hedging in Foreign Exchange.

Q3) What is Purchasing Power Parity? Elaborate your answer with suitable examples.

Q4) Write a detailed note on short term financial markets.

Q5) Explain the difficulties involved in the evaluation of global long term project investments.

Q6) "Foreign Direct Investment is an inevitable part of global economy". Comment.

Q7) Short Notes (Any Two) :

a) Fixed Vs Flexible Exchange Rates.

b) Euro Currencies.

c) Translation Exposure.

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